

VERISAN
HOME
MEDICAL
GUIDE
AND YEARBOOK

1938

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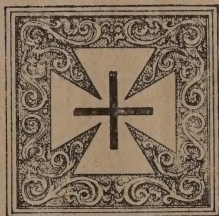
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The
VERISAN
HOME MEDICAL GUIDE
&
YEAR BOOK



1938

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All prices in this Year Book are subject to the fluctuations of the market.



ABRASION. Broken skin frequently results in septic poisoning, wounds or sores. The exposed part should be immediately treated with Tincture of Iodine. Apply Germotak Ointment, when new skin will rapidly form.

ABSCESSSES AND BOILS. Swellings of the skin in which unhealthy matter has accumulated. Usually due to the invasion of certain germs. Very hot linseed or boracic poultices should be used to bring the abscess to a head, after which it should be bathed in hot water to which a little 'Verisan' Lysol has been added. Cover with a piece of lint smeared with Germotak Ointment and bandage carefully. In severe or frequent cases medical attention is essential.

Abscesses are usually a sign of weak health. To restore activity to poor blood commence taking a good blood purifier. A tonic such as Mason's Syrup of Hypophosphites is also to be recommended.

ACIDITY. A form of indigestion in which sour wind or fluid rises from the stomach into the mouth, usually an hour or two after meals. Attention should be paid to the diet, alcohol, coffee, sugar and starchy foods being avoided. Cream of Magnesia will speedily relieve acidity, while Heart Shape Indigestion Tablets provide a handy remedy which can be carried in the pocket, and eaten as required.

ADDISON'S DISEASE. A wasting disease accompanied by peculiar bronzing of the skin. Cod Liver Oil or 'Maltogen' is of value, but the aid of a doctor should be sought.

ADENOIDS. An enlargement of tissues at the junction of the throat and nose, usually causing the sufferer to breathe through the mouth. A surgical operation is generally necessary, and this should not be delayed, as adenoids often have very serious consequences, especially in children.

IDEAL FOOD FOR CHILDREN AND CONVALESCENTS—MALTOGEN

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AGUE. See Malaria.

ANÆMIA, OR BLOODLESSNESS. A complaint happily less frequent now that plenty of fresh air, adequate exercise and attention to diet, are within the reach of most young people. New laid eggs (poached or boiled), fresh milk, lean beef, fruit and vegetables should be included in the patient's food, and a good tonic such as 'Maltogen' or Mason's Syrup of Hypophosphites is beneficial. Eminent physicians are of the opinion that one of the most frequent causes of anæmia is constipation. Regular action of the bowels must be assured by means of a suitable laxative such as Chocoids or Senna Laxatives taken according to directions.

ANÆMIA PERNICIOUS. A disfunction of the liver which requires expert medical attention. Of late years great success has attended the treatment of this disease with Liver and Stomach extracts.

ANGINA PECTORIS. A condition in which sudden, agonising pains attack the heart, either as a result of over-exertion or excitement. Nitrite of Amyl is usually administered. Sudden exertion should be avoided and any trace of constipation dispelled by means of Chocoids.

ANTHRAX. A dread skin disease, now extremely rare.

APOPLEXY (Stroke). A seizure usually caused by the bursting of a blood vessel in the brain, with serious consequences. Send for a doctor immediately. In the meantime loosen all clothing and establish complete quiet. Keep the head cold by means of an ice-bag, and the feet warm by means of a hot water bottle.

APPENDICITIS. Inflammation of a part of the intestines, usually to be cured only by means of an operation. Avoidance of Appendicitis is ensured by keeping the bowels well regulated, and for this purpose Chocoids are to be recommended as an occasional corrective.

ARTHRITIS. Often called "Poor Man's Gout." A painful condition in which hard nodules appear at the joints. A rich and full diet is to be recommended, in which Maltogen is included. Local application of Electric Liniment gives instant relief, especially if Electric Tablets are taken internally at the same time.

LOBELLINE IS A SOOTHING, INSTANT REMEDY FOR A COUGH

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ASTHMA. A distressing affection of the bronchial tubes characterised by extreme difficulty in breathing. The spasms may be relieved within ten minutes by taking Efedrex Tablets, the treatment perfected by the latest discoveries of medical science. Two teaspoonfuls of Gee's Lobelline in half a glass of hot water will also assist in restoring free breathing. Persons liable to this affection should take Lobelline regularly as a preventive.

BACKACHE. Backache due to kidney trouble is speedily dispelled by Harden Griffith's Buchu-Juniper Pills. For muscular strain and rheumatic pains alleviation is obtained by the application of Electric Liniment to the affected part; or by the use of a Verisan Porous Belladonna Plaster.

BALDNESS. Apply Jaborandi Hair Tonic night and morning, rubbing well into the scalp with the tips of the fingers.

BEE STINGS. Extract the sting with tweezers and apply bicarbonate of soda.

BILIOUSNESS. Persons subject to this complaint should pay particular attention to the diet. A daily dose of a good Health Salt such as Allen's or Vance's is a wonderful corrective. Avoid rich or fatty foods and take care that there is no constipation.

BLEEDING. For small cuts (as from shaving, etc.) Styptic Pencils may be obtained which effectively stop bleeding. Bleeding in spurts indicates the severing of an artery. It should be arrested by bandaging as tightly as possible between the injury and the heart, at a suitable point near the wound. The injured person should be taken at once to a doctor or hospital. Bleeding from a vein occurs in a continuous stream and should be stopped without delay.

BLOOD PRESSURE. In middle life, the walls of the arteries undergo a hardening which narrows the channels and thereby increases blood pressure. A course of Chlorophyll Tablets restores elasticity and rejuvenates the blood.

BOILS. Special elastic Boil Dressings are now made which do away with the old unsightly coverings, and, at the same time, with the painfulness of the ordinary plaster. Apply an Elastoplast Boil Plaster and, if necessary, renew each day. These specially prepared boil plasters comprise a medicated ring which draws the boil, and a pad which absorbs the discharge.

LOBELLINE IS ENTIRELY FREE FROM INJURIOUS DRUGS

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BRONCHITIS. Inflammation of the breathing passages, resulting in wheezy breath, harsh cough and phlegm, accompanied by chest pains and feverishness. Frequently bronchitis develops from a common cold, which should never, therefore, be neglected. Inhaling Friar's Balsam in steam from a jug of hot water gives great relief, whilst rubbing the chest with Q.V.R.O. prior to applying Therm Wool proves very beneficial. For speedy relief and cure the soundest advice is to take Gee's Lobelline, the Great Lung Healer.

BRUISES. Paint the affected part with Tincture of Arnica or bathe with Surgical Spirit and water.

BUNIONS. Painful swellings at the toe-joints, caused generally by faulty footwear. Comfortable shoes should be worn, whatever the fashion, and inflammation relieved by means of hot fomentations. Comfort is often increased by wearing one of the many bunion pads obtainable to-day, such as the 'Verisan.'

BURNS AND SCALDS. The great thing is to exclude air from the affected part, and the treatment, therefore, varies with the materials at hand. Carron oil is the best known application, but picric acid lotion, if available, is probably more effective. When healing has commenced, Germotak Ointment, applied freely, promotes more rapid recovery.

BURSITIS (Housemaid's Knee). An inflamed condition of the caps over the knee and other joints. The affected joint should be liberally smeared with 'Verisan' Stainless Iodine Ointment and lightly bandaged, the treatment continuing until the inflammation goes. An "adaptable" bandage—such as Elastoplast—upon the joint and for some distance above and below, will afford the necessary support to the weakened joint.

CANCER. Certain cases of Cancer are curable if taken early enough. Any unaccountable swelling or tumour on the body should be brought to the notice of your medical adviser at once.

CATARRH. Inflammation of mucous membrane. Sufferers from Catarrh of the nose will find in Efedrex instant relief. Efedrex jelly, which contains the active principle of a newly-introduced Chinese plant, has a remarkable effect on the inflammation and stops

ENSURE ACCURATE DISPENSING OF YOUR PRESCRIPTIONS

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the discharge immediately. Other forms should be treated as stated under Bronchitis, etc.

CHAFING OF THE SKIN. Apt to occur in babies where moist folds of skin come together. Wash, dry and sprinkle with Verisan Dusting Powder. Where chafing is persistent, or the powder insufficient, resort should be had to Zinc and Castor Oil Cream, which is most healing and beneficial. Chafing of the feet is common to-day among hikers, and it is invariably a wise precaution to sprinkle Antiseptic Foot Powder into one's socks or stockings before putting them on.

CHAPPED HANDS. Caused not only by incomplete drying of the hands in cold, windy weather, but also by inferior soaps which have a caustic effect. Pavoline Soap can be relied upon not to produce chapping, but when it has already occurred, massage Germotak Ointment well into the cracks of the skin, or apply a good Glycerine Jelly, such as 'Diadem.' This relieves soreness and discomfort.

CHICKEN-POX. An infectious disease common in childhood. The skin becomes covered with numerous small blisters. Isolation is necessary and the doctor should be called in. To allay itching and prevent scratching, apply a dilute carbolic lotion, covering the more troublesome spots with a small piece of Elastoplast.

CHILBLAINS. Everyone is familiar with the painful condition known as chilblains. The cause is faulty circulation of the blood, but the cure is not always easy. Recently a new treatment has been introduced which has been found most effective. The Verisan or Medacaid Dual Treatment goes to the root of the problem by tackling the chilblains both inside and out. The tablets rectify the condition of the blood; the liniment affords immediate relief.

COLDS. Many thousands of people die every year from neglected colds, which would in nearly every case have responded to treatment. Even slight colds should be attended to at once. A few timely doses of Gee's Cold and Influenza Mixture will always prevent any serious complications. If it is a severe cold, Gee's Cold and Influenza Mixture will speedily break it up, acting like a charm on the fever, and quickly restore the normal condition. The danger

FOR ACCURATE DISPENSING OF PRESCRIPTIONS—SEE PAGES 32—33—34

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from Colds lies often in the chest troubles which follow them. Let Gee's Lobelline be your standby. Thousands of men and women owe their lives to this fine remedy which possesses lung preserving properties not found in any other preparation. Lobelline is perfectly safe for both kiddies and adults. A simple cold in the head, accompanied by catarrh, may be treated with Antigrippe, which dispels the fever and cures the cold. Relief may be obtained by rubbing the nose, throat and chest with Q.V.R.O. (Quick Vaporising Rubbing Ointment). Efedrex Nasal Jelly is also useful to restore free breathing.

COLIC. Abdominal pains due to intestinal trouble. Relief often results from taking three drops of Oil of Peppermint on a lump of sugar.

CONSTIPATION. Incomplete expulsion of the body's waste matter is one of the most widespread evils of present-day life and is often the root of much more serious complaints. Regular, normal action is essential to health. Delay and neglect are dangerous. The one sure cure is Choccoloids, which act naturally, without griping or discomfort. These dainty chocolate-coated tablets are without equal as a corrective.

As an alternative, the use of Senna Laxatives may be confidently recommended for both children and adults. Each "sweet" contains the equivalent of six senna pods in a most convenient and pleasant form.

CONSUMPTION. Only natural measures, such as fresh air and sunlight, can effect any improvement. Strengthening foods, such as Maltogen, are very necessary. Consult a doctor if any suspicion of consumption is felt.

CORNS. When the corns are very painful, a Verisan felt ring corn plaster, which keeps the shoe from pressing on the corn will be found most helpful. They should be obtained with a strap of plaster attached to hold them in place.

COUGHS. Coughs are invariably due to some irritation in the lungs or throat. That is why Lobelline, which contains valuable lung-preserving herbs, is so valuable. Lobelline removes the phlegm and restores and *protects* the cough-shaken lungs. It is the great *lung-bealer*. Keep it ready to ward off coughs at the very start.

PHYLLIOSAN TABLETS INCREASE the BODY'S RESISTANCE to INFECTION

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CRAMP. Usually to be ended by stretching or rubbing the affected part.

CROUP. An inflammatory condition of the windpipe that causes severe spasms of coughing. Children are the usual sufferers and should be given a teaspoonful of Ipecacuanha Wine to cause vomiting. If the spasm does not pass off, the Doctor should be sent for, as there is risk of the complaint in reality being something much more serious.

DANDRUFF. A scurfy condition due to inflammation of the scalp. The remedy is massage with Jaborandi Hair Tonic, after thoroughly washing the hair.

DEPRESSION. Depression is usually an indication that the nervous system is run down and that a tonic is needed. A course of Magor's Phosphor Tonic will revitalise and restore nerve-energy, and is very beneficial.

DIARRHŒA. Excessive discharge from the bowels may cause serious lowering of the general health. A good diarrhœa mixture will usually bring quick relief. Diarrhœa in infants should be carefully watched, and if it persists, the advice of a medical man should be sought.

DIPHTHERIA. Sore throat accompanied by ulcerated patches on the tonsils marks the oncoming of diphtheria, a serious infectious complaint which requires the immediate attention of a Doctor.

DIZZINESS. Usually due to gastric disturbance. Care should be taken to prevent this by means of regular doses of Dr. Allen's or Vance's Health Salt. Particular attention should be paid to the action of the bowels and any constipation remedied by means of Chocoloids.

"DROUGHT THROAT." This is a type of sore throat which makes its appearance after long spells of hot, dry weather. Untoward consequences are prevented by taking Tonsilitis and Sore Throat Tablets.

DYSPEPSIA. A form of indigestion which is particularly lowering to the general health. Steps should be taken to remove it by means of Verisan Digestive Powder, a most effective remedy. This remedy is now obtainable in Tablet form also—a convenient form of relief when meals are taken away from home. Regularity in meals is most necessary and starchy foods, pork, etc., should be avoided.

PHYLLOSAN TABLETS STRENGTHEN THE NERVES

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EARACHE. In most cases earache is relieved by a hot fomentation applied above the ear, or a small mustard plaster behind it.

ECZEMA. An inflammatory, "itchy" condition of the skin, often associated with some other ailment (which should be treated, if known). Relief is obtained by applying Germotak to the affected part. Always use Germotak Soap.

ERYSIPELAS. A notifiable, infectious disease of the skin, characterised by bright red skin-rash and high body-temperaturé.

EYE (Grit in). To remove foreign bodies from the eye, roll up a piece of white blotting-paper like a pipe lighter, moisten and use with care.

EYES (Care of). Like every other organ, the eyes need to be cleansed frequently, and periodical bathing with Eye Lustrant Lotion—using an eye-bath—will do much to lessen strain, tiredness and soreness.

FAINTING. Loosen all clothing round the throat, neck and chest, Lay the patient flat, with the head slightly lower than the body, and sprinkle face and hands with cold water. Smelling salts may be used, but avoid giving the patient any liquid to sip until consciousness is fully recovered.

FEVER. Abnormally high temperature is almost certainly a sign that medical attention is required. It is a wise plan to keep a clinical thermometer in the house, so that the temperature can be taken at the first sign of illness. The normal body temperature is 98.4 degrees (Fahrenheit).

FLATULENCE. The presence of "wind" in the stomach and intestines is due to imperfect digestion. Certain foods are specially conducive to flatulence, and stews, soups, strong tea and starchy foods should be avoided. Relief is obtained by taking Heartshape Indigestion Tablets, one or two after meals.

GERMAN MEASLES. Isolation is necessary and the Doctor should be called in.

GOUT. A painful inflammatory condition of the smaller joints, caused by the failure of the kidneys to eliminate uric acid. A light and simple diet is essential, whilst local relief may be obtained by applying Electric Liniment.

PHYLLOSAN TABLETS FORTIFY THE HEART

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GRIPPE. Another name for influenza (see below).

GUMBOILS. Abscesses in the mouth are generally caused by decayed teeth which must be extracted. Verisan Glycerine of Thymol diluted with 2 or 3 parts of hot water makes an excellent mouthwash.

HÆMORRHOIDS. See Piles.

HAY FEVER. A catarrhal complaint common in the early Summer. Sure relief is given by the application of Efedrex Jelly to the nostrils.

HEADACHES. May arise from a variety of causes, such as biliousness, neuralgia, etc. Relief can be obtained by taking one or more tablets of Phen-pyrin according to the directions.

HEARTBURN. An acid, burning sensation at the pit of the stomach and one of the symptoms of dyspepsia (See page 9).

HOARSENESS. For slight hoarseness, or to ease the voice during long periods of speaking, 'Winterettes' are very beneficial. Where the hoarseness is due to cough or sore throat, a Lobelline Lozenge should be sucked occasionally. Lobelline Lozenges instantly stop tickling and soreness.

HICCUGH (HICCUP). Can usually be stopped by slowly sipping cold water. Another method is to allow a lump of sugar to dissolve slowly in the mouth.

HOUSEMAID'S KNEE. See Bursitis.

IMPETIGO. A contagious skin rash which quickly spreads with scratching. The modern treatment is to apply strips of Elastoplast and leave them undisturbed for at least a week, after which they may be renewed if necessary.

INDIGESTION. All sufferers from indigestion should pay strict attention to regularity of meals and simplicity of diet. Indigestion exhibits itself in various forms, all of which respond readily to treatment with Verisan Digestive Powder or Tablets (MacLean's Formula).

INFLUENZA. The patient should at once be put to bed, as even mild attacks are liable to turn suddenly worse. A laxative should be administered, and a light diet followed. Continued feverishness demands attention of a medical man. The most effective

PHYLLOSAN TABLETS Increase the Body's Resistance to Influenza

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remedy for Influenza is Gee's Cold and Influenza Mixture, which has the condition firmly under control after a few doses. To prevent general infection, sprinkle or spray the house with Pynine Brand Vapour.

INSOMNIA (SLEEPLESSNESS). Usually attributable to disordered nerves, for which a good nerve tonic is desirable. Change of scenery and occupation are advisable, and a course of Magor's Phosphor Tonic should be commenced. This "tonic in a 1,000" revitalizes the whole system, improves your appetite and makes you sleep well.

JAUNDICE. A disorder of the biliary system, in which the skin takes on a yellow colour. The patient should be put to bed, all solid food removed from the diet, and the doctor sent for.

KIDNEY COMPLAINTS. Pains in the back, Lumbago, etc., caused by disordered kidneys, are alleviated by taking Harden Griffith's Buchu-Juniper Pills night and morning, with a draught of water. Speedy relief and comfort may be obtained by the application of a Verisan Belladonna Plaster. If organic disease of the kidneys is suspected, a doctor should be consulted.

LEAD POISONING. In actual cases of lead poisoning 3 to 5 grains of Potassium Iodide should be administered in water.

LIVER. Sluggish liver is one of the most common causes of lowered general health. It should be rectified by taking a course of Little Liver Pills, whilst a morning dose of a good Health Salt (Dr. Allen's or Vances) should be made an invariable practice.

LUMBAGO. Lumbago and all muscular pains are alleviated by the application of a Verisan Porous Belladonna Plaster, or by external application of Electric Liniment, especially if the trouble is treated at the same time with Electric Tablets, taken internally.

LUPUS. An obscure and persistent skin disease for which a Doctor should be at once called in. X-ray treatment is usually necessary.

MALARIA. A type of fever prevalent in tropical countries and spread by a species of mosquito. Generally yields to Quinine, which acts as a specific.

MEASLES. An infectious disease, not in itself dangerous, but requiring in certain areas to be notified to the local

SEE THAT YOUR PRESCRIPTION IS ACCURATELY DISPENSED

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Medical Authority. It usually attacks children, and is rarely suffered a second time. The symptoms are spots which commence behind the ear and spread over the whole body. Isolation is necessary, and children in the same house should be kept at home.

Patients are very liable to be left much weakened by the attack, and care should be taken to build up strength during convalescence. Maltogen, which combines the body-building properties of Parrish's Chemical Food with the Vitamin-richness of Cod Liver Oil and Malt Extract, is excellent for this purpose.

MIGRAINE. Sick Headache of a neuralgic type accompanied by stomach disorder. Usually it is confined to one side of the head and sometimes it is accompanied by dizziness. Attacks cannot always be prevented but the pain can be relieved. One or more Phen-pyrin Tablets, taken as directed, give immediate relief. The patient should abstain from food for a few hours. Eau de Cologne applied to the temples is very soothing.

MOUTH. It should always be remembered that the mouth is one of the main seats of germ-invasion. Oral hygiene is very desirable, and it is a good practice to gargle daily with Verisan Compound Glycerin of Thymol. Scrupulous attention should be paid to the teeth and Peroxide Tooth Paste used twice a day.

MUMPS. An acute, infectious disease. Medical attention should be obtained.

NERVOUSNESS. Nervousness results from worry, debility, over-strain or lowered vitality. To strengthen every nerve fibre in the body and revitalize the whole system, nothing is so beneficial as Magor's Phosphor Tonic, or, for those who prefer a tonic in tablet form, Magor's Tonic Tablets. These tonics impart new life, new energy and new nerve force to jaded systems.

NETTLERASH An irritating affection of the skin resembling eruptions caused by stinging nettles. It is usually connected with digestive troubles and often follows the eating of shell-fish or nuts. The best treatment is a good dose of some antacid such as Cream of Magnesia. The itchiness should be soothed with dilute carbolic lotion.

NEURALGIA. Persons subject to frequent neuralgia should avoid sudden excitement and keep to a diet of plain,

YOUR DOCTOR EXPECTS ACCURATE DISPENSING—SEE PAGES 32—33—34

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wholesome food. When an attack commences Butler's Tic Cure will be found to give immediate relief.

NEURASTHENIA. A condition of nervous exhaustion usually arising from mental distress, overwork, worry, etc. Complete rest and quiet are very desirable. Plenty of good wholesome food helps to restore a sound, normal outlook, and a nerve tonic such as Magor's Phosphor Tonic, or Magor's Tonic Tablets (which also aid digestion) often proves of immense benefit.

NOSE-BLEEDING. This is almost invariably checked if the patient is made to lie down and some cold object, such as a key, is applied to the neck, while a wet handkerchief is applied to the nose and face.

OBESITY. Excessive plumpness whilst not as a rule involving any degree of ill-health, usually causes much anxiety to the person concerned. A good method of slimming that is at once safe and effective is the use of Parkes' Improved Slimming Tablets, which incorporate the virtues of the famous Austrian Spa. Special Slimming Bath Salts can now be obtained, and these have proved extremely beneficial to the over-fat.

PERITONITIS. Inflammation of the abdominal membrane, in which the onset is sudden and severe. A doctor should be consulted immediately.

PILES (HÆMORRHOIDS). Congestion of the veins in the anal region, often accompanied by bleeding. Kutisol Pilecones can be thoroughly recommended as affording immediate relief in this distressing complaint.

PLEURISY. Inflammation of the lining of the chest, accompanied as a rule by a sharp pain in one side of the lungs, and harsh cough. The attention of a doctor is absolutely essential.

PNEUMONIA. A very prevalent and distressing complaint which may develop after a chill if the subject is in a low state of health. Pneumonia is believed to be caused by a germ that is always present in the mouth, but does not invade the chest and lungs as long as the general health is normal. The symptoms are high fever, severe pain in the side, rapid breathing and a short painful cough. There is an expectoration rusty-red in colour. Patients should be put to

MALTOGEN—DEFINITE VITAMIN FOOD FOR STRENGTH BUILDING

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bed and not allowed even to sit up, as pneumonia is accompanied by risk of heart failure. Medical attention is essential. It should be borne in mind that all sufferers from chest complaints need to be specially careful not to contract a chill, particularly as pneumonia is very frequently associated with influenza, bronchitis and other complaints. Those whose chest or lungs are liable to attack should make it a practice to take a teaspoonful of Gee's Lobelline every morning and at night two teaspoonfuls in hot water, sipped slowly. This effectively prevents the onslaughts of all chest and lung complaints.

PYORRHOEA. A condition of the sockets of the teeth in which purulent matter is pumped out and gradual loosening occurs. In view of the serious effects on general health, it is advisable to consult your dentist. The disease never reaches an advanced stage if care is taken, from early childhood, that no irritant matter is allowed to collect on the teeth or gums. A cleansing dentifrice, such as a good Peroxide Toothpaste, should be adopted.

QUINSY. A serious and very painful throat affection that attacks when the vitality is low. Anyone who suffers any soreness of the throat should have immediate recourse to Tonsillitis and Sore Throat Tablets.

RHEUMATISM. The character of rheumatism is too well known to need description, but something may be said about its causes. Undoubtedly exposure to damp or to sudden changes of temperature are frequent causes, especially where the parents or grandparents of the sufferer have also been rheumatic subjects. One exciting cause is generally considered to be constipation, which should always be specially treated. Apply a Verisan Porous Belladonna Plaster to the parts affected; or Electric Liniment may be used externally on the muscles and joints and Electric Tablets taken internally. Sufferers from chronic Rheumatism would be well advised to commence taking a course of Marienbad Salts, the active principle of the famous waters.

RICKETS. A complaint characterised by unsatisfactory bone formation, the child having very thin and wasted limbs. The cause is shortage of Vitamin D. It may be remedied by administering substances rich in this Vitamin. Cod Liver Oil, the chief of these substances is, in the form of Palatable Cod Liver Oil Emulsion, both nourishing and pleasant to take. Plenty of full cream milk should be

MALTOGEN ASSISTS THE KIDDIES' FIGHT AGAINST ILLNESS

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provided and the patient given a "sunshine cure" if possible. Maltogen, containing Parrish's Chemical Food combined with Malt and Oil, is a most valuable strengthening food in cases of rickets. It helps to build the bone, muscle and flesh so necessary to health in growing kiddies. Recently, the introduction of Halibut instead of Cod oil has found favour with many. Malt Extract with Halibut Liver Oil is exceptionally rich in Vitamin D and contains such a low proportion of oil that it is most palatable.

RINGWORM. A skin disease that usually attacks the scalp, especially of children. The best method of treating ringworm is undoubtedly by means of X-rays. Where the spots affected are small, the hairs should be pulled out separately by the roots and the areas bathed with a solution of perchloride of mercury (poison) (two grains to the ounce). Germotak Ointment should afterwards be applied, even after the ring-worm has apparently disappeared. A good strengthening tonic food, such as Maltogen, should be given to the patient.

SCIATICA. Neuritis of the muscles of the thigh. Massage is very beneficial. The pain is relieved by application of Electric Liniment.

SCALDS. See Burns.

SCURF. See Dandruff.

SEA SICKNESS. Nausea during travel, whether by sea, by road or by air, is an unnecessary suffering to-day, when Sea Sickness Tablets or Capsules are a sure preventive of trouble.

SHINGLES. A skin eruption characterised by the appearance of numerous small blisters on the trunk, often accompanied by severe neuralgic pains. Externally Verisan Dusting Powder should be sprinkled on freely. For the neuralgic pains, one or more tablets of Phen-Pyrin, taken as directed, give relief.

SORE THROAT. To guard against infection take Tonsilitis and Sore Throat Tablets at the first sign of soreness. It is prudent to gargle frequently with Verisan Compound Glycerin of Thymol. If diphtheria is suspected, see a doctor at once.

LOBELLINE IS MADE SOLELY FROM PURE LUNG-HEALING HERBS

MEDICAL + VERISAN + GUIDE

STINGS. Stings of insects are best treated by applying ammonia, iodine or olive oil. The sting itself should be removed, either with tweezers or by means of a hot poultice. Wasp-stings on the tongue should be treated immediately by a doctor as there is risk of suffocation from the swelling.

STYE. A pimple-like swelling on the eyelid. The eyelid should be bathed with warm, or hot, boracic or zinc sulphate lotion. Poultices should on no account be applied. The presence of styes is an indication that the subject is run down and needs a good tonic. Parrish's Improved Chemical Food is perhaps the most suitable.

SUNSTROKE. The sufferer should be carried to a shady spot and the head kept erect. Clothing should be loosened and cold water or, if possible, ice, applied to the head, until the doctor arrives. Sun-bathers should be particularly careful, and the body should not be exposed without being prepared by the application of Stahls Sun Tan Cream.

TOOTHACHE. For neuralgic affections, Butler's Tic Cure can be relied upon to give relief.

ULCERS. These can now be completely cured without the patient being confined to bed. The treatment consists in applying an elastic plaster bandage—such as Elastoplast—but should be carried out only under medical supervision.

VARICOSE VEINS. Nowadays a simple injection ends Varicose Veins, and for that reason they should be examined by a doctor before they become serious. Support is given by bandaging, using either crepe bandages, or rubber base bandages such as Elastoplast or Semiplast.

WARTS. Apply Kutisol Wart Charmer.

WHOOPIING COUGH. A disease easily recognised by its characteristic whoop. Though dreaded this complaint is not really serious for normal, strong children, and soon responds to Whooping Cough Mixture. When the whoop stage is reached, the child should be allowed to get up and even, if there is warm sunshine, to play out-doors. Whooping Cough Liniment gives great relief when rubbed into the chest.

LOBELLINE IS THE IDEAL COUGH MIXTURE FOR CHILDREN

FIRST AID *in cases* of POISONING

WE CANNOT too strongly emphasise that where poisoning is either definitely known or even suspected, you should SEND FOR THE DOCTOR IMMEDIATELY. And it will avoid delay if you remember to tell your messenger the address, also, of the next nearest doctor, in case the first should chance to be absent.

Whilst your messenger is on the way, you can render the patient valuable aid by observing the treatment given below, according to the nature of the poisoning.

We must give one very important warning here, however. If you see the lips are burned, you will know instantly that it is an acid poisoning. In that case DO NOT GIVE AN EMETIC. Otherwise, proceed as follows :

When poison has been taken into the stomach, the first move is either to neutralise its effects by administering an antidote according to the nature of the poison, or else to give an emetic. An emetic is something that will cause the patient to vomit, and two very good household emetics will be found in lukewarm salt water, or mustard and water. But do not forget : If the lips are burned, do not give an emetic.

We give below a few of the more common forms of poisoning (together with the symptoms by which you may recognise their presence) and their correct treatment :

ACIDS (see also Carbolic Acid or Lysol, Prussic Acid, Salts of Lemon, Zinc Salts). With strong mineral acids, the mouth and lips will be stained and burnt or blistered.

Nitric Acid gives a yellow stain ; Hydrochloric Acid (commonly known as Spirits of Salt) gives an angry red stain ; Sulphuric Acid (commonly known as Vitriol) gives a black stain. Strong Acetic Acid smells like vinegar.

Treatment. Administer a tablespoonful of chalk, whitening, magnesia, or even ordinary wall plaster, stirred up in water. This will neutralise the acid, and you should then follow up with a good drink of olive oil, milk, gruel, or the white of an egg, to soothe the stomach and ease the pain. DO NOT GIVE AN EMETIC.

ALCOHOL. With acute alcohol poisoning there is a leering, vacant expression accompanied by giddiness. The pupils of the eyes become dilated and fixed, the pulse is quickened, perspiration rises on the forehead and hands, and the temperature of the body is lowered.

Treatment. Keep the patient awake. Apply cold douches to the head and administer hot, strong coffee or tea. The patient should be well wrapped up and put to bed.

ARSENIC (Weed Killers, etc.). With arsenic poisoning there is a burning pain in the stomach accompanied by excessive thirst.

Treatment. Administer emetics, after which give a drink of barley water or thin gruel. Apply warmth to extremities.

CAMPHORATED OIL. This will be recognised by the odour of camphor in the breath. The patient is over.

come by giddiness and faintness.

Treatment. Administer emetic and apply warmth to extremities.

CARBOLIC ACID or LYSOL. The lips and mouth are burned into white blisters. There is a strong odour of carbolic in the breath.

Treatment. Give one tablespoonful of Epsom or Glauber Salts in a tumbler of milk or water.

CAUSTIC ALKALIS (Caustic Soda, Caustic Potash, Strong Ammonia, etc.). The mouth is blistered and white and slimy to the touch. Acute pain is felt as from acids.

Treatment. Administer vinegar or lemon juice in water and after the alkali has been neutralised give the patient a good drink of olive oil, milk, or the white of an egg. As an alternative to vinegar or lemon juice a solution of tartaric or citric acid of similar strength may be given.

IODINE. The mouth is stained and there is pain and burning in the throat and stomach.

Treatment. Give large draughts of water and starch to neutralise the poison, after which you may give the patient a drink of milk, thin gruel, etc.

PHOSPHOROUS (as from Rat-paste, Matches, etc.). Blistering is seen around the mouth and lips as from acids. There is pain in the stomach and the patient tries to vomit.

Treatment. Administer emetics. Afterwards give milk, thin gruel or white of an egg. **DO NOT GIVE OILS OF ANY DESCRIPTION.**

PRUSSIC ACID. This can easily be detected by its odour like bitter almonds. The patient is affected by giddiness and staggering and sometimes by complete insensibility.

Treatment. Dash cold water on the head, back of neck and spine. Apply artificial respiration. Hold smelling salts beneath the nose. If the patient is able to swallow give alcoholic stimulants.

PTOMAIN POISONING. This is accompanied by shivering and the patient is afflicted by colic, probably vomiting, and violent purging which brings on weakness.

Treatment. Administer an emetic and after the patient has been persuaded to vomit give a purgative, such as Castor Oil. Apply warmth to extremities.

SALTS OF LEMON. Patient complains of a burning pain in the stomach.

Treatment. Administer half an ounce of chalk, whitening or wall plaster stirred up in water.

ZINC SALTS (i.e., soldering fluid, etc.).

The mouth and lips are rough and corroded and the patient may be seen to heave and vomit.

Treatment. Give two teaspoonfuls of Bicarbonate of Soda in water. After a short interval the patient may be given milk liberally, **BUT DO NOT GIVE EMETICS.**

INDIGESTION



WHAT MISERY IS CAUSED BY FAULTY DIGESTIVE ORGANS I

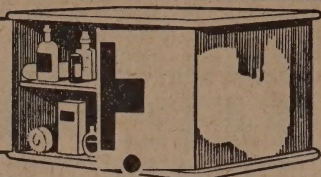
Not only do you suffer those awful pangs, but your whole body is undernourished, because you are not getting full nutriment from your food.

We urge you to take steps without delay to remedy this condition. De Witt's Antacid Powder will give immediate relief. It also remedies the cause of your trouble, so that after a course you have lost those agonising pains, for your stomach is toned up and you get no return of excess acidity. Life again appears bright. You are enjoying and getting the full value from your food as nature intended.

A large canister costs but 1/6. Double size 2/6. Be sure you get the genuine—

DEWITT'S ANTACID POWDER

Ready For Emergencies



WHEN the young bride first comes to set up housekeeping in earnest, she almost invariably discovers that, in spite of all the careful thought she has devoted to the arrangements for the furnishing of the home, many of the smaller—but very necessary—articles have been overlooked. Kitchen utensils are a noted instance of this oversight. Indeed, many a bridegroom has been amazed at the persistent calls upon his purse, as the weeks advance, to complete the furnishing of the kitchen! Now, this is not lack of foresight on the part of the young wife: it is merely lack of experience in housekeeping. She discovers, and continues to discover as she goes along, many little things that are of vital necessity to her successful management of the home, but which, in her novitiate stage she had not thought of; and gradually, one after the other, these little omissions are made good until she is satisfied that hers is a well-ordered household. Now, every really competent housewife will ensure that her home is furnished with a small Medicine Chest. No housewife worthy of the name will allow her pantry shelves to become littered with those half-empty medicine bottles, lotions, ointments, etc., that always seem to accumulate rapidly in the home. They are not only untidy there, but are not always easy to find when needed in a hurry; and it is also unwise to leave them in such a place that the children are able to get at them. But do not make the common mistake of assuming that because you have

Continued on page 22



FIRST-AID SUPPLIES

COTTON WOOL

In packets—

1-oz.	2-oz.	4-oz.	8-oz.	16-oz.
3d.	5d.	9d.	1/5	2/8

BANDAGES

Available in 7 widths (1 in. to 6 in.) and supplied in 6-yard lengths from 1½d. per inch width.

LINTS

Boric (Pink) 2½d. per oz., 2/9 per lb.
Surgeons Absorbent (White), 3d. per oz., 2/10 per lb.

OILED SILK

9 in. x 9 in., 6d.
18 in. x 10½ in., 11½d.

ABSORBENT GAUZE

Per 2 yards, 6d.
Per 6 yards, 1/3.

All "Verisan" Supplies are of the highest quality and guaranteed free from impurities.

IS THIS YOUR BIRTHDAY MONTH?

For most of those whose birthday anniversary falls between 22nd December and 21st January this will prove to be a very good year. But we must warn them against the tendency to sit back on their good fortune of 1937. This year things will not come to hand quite so easily as they did frequently during the previous twelve months. Opportunities for advancement will still arise, but more direct personal effort will be needed to secure the position; and if they are wise January-born people will set themselves out to consolidate their position and take full advantage of whatever good fortune 1937 brought them.

The health generally will be good, but they should guard against the danger of chills, and possibly of minor throat and nose affections. They should also pay due attention to the digestive system, which in some instances may be deranged through foolishly worrying over little difficulties and petty jealousies that arise as a result of their advancement in position.

100 YEARS AGO THIS MONTH

On 10th January, 1838, the premises of the Royal Exchange were completely destroyed by fire. In the drawers were cheques on the Bank of England to an enormous amount, and also Bank of England notes to the value of £2,500 which were reduced to ashes, but the numbers were later distinctly traced from the charred remains.

JANUARY

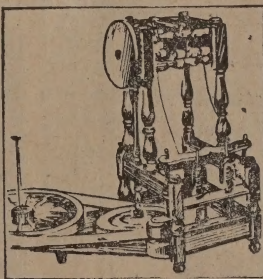
SUN. ..	⊕	2	9	16	23	30
Mon. ..	⊕	3	10	17	24	31
Tues. ..	⊕	4	11	18	25	⊕
Wed. ..	⊕	5	12	19	26	⊕
Thurs.	⊕	6	13	20	27	⊕
Fri. ..	⊕	7	14	21	28	⊕
Sat. ..	1	8	15	22	29	⊕

INDUSTRIES which have helped to build our EMPIRE

No. 1—WEAVING AND SPINNING

Weaving is probably the most ancient of all the manufacturing arts. Where it originated is not known, but we do know it was practised extensively in remote Egyptian times. Yet the shuttle had been in use at least 5,000 years before anyone thought of employing it mechanically. In the eighteenth century Lewis Paul invented a machine for spinning 100 or more threads at once; but after Paul's death his machines were destroyed, and each weaver again drew a single thread as before. About twenty years later Paul's drawing rollers were re-introduced by Arkwright, who improved upon them and claimed them as his own invention—and roller spinning was revived under his patent rights.

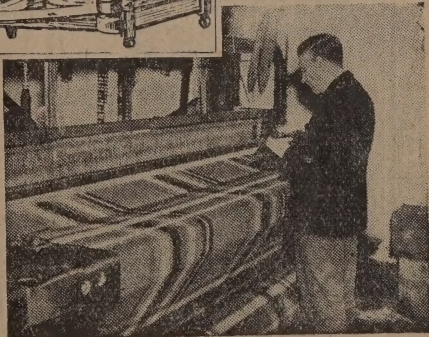
Arkwright's First Power Machine



Compton's mule, invented a few years later, increased the output of the spinner tremendously and instantly eliminated Indian competition.

Yarn of any desired fineness was now easily obtainable; and when Cartwright introduced his loom to weave it into cloth, the industry was assured to this country.

Modern Weaving Machine



Ready for Emergencies—cont.

cleared up these articles in your spring-cleaning, and have stored them away safely in some out-of-the-way corner, you now have a medicine cupboard! The real test of your foresight in this direction is—do your domestic arrangements enable you to deal with any ordinary emergencies that may arise in the family circle?

Quite apart from common maladies, such as coughs, colds, croup, earache, headache, etc., *accidents* are always liable to happen. And you do not want to wait until they do happen before you prepare against them, otherwise you will find yourself running round in circles in great distress searching frantically for something your home lacks. And there is no anguish worse than that of observing one of the family suffer while we are unable, either from sheer negligence or lack of preparedness, to ease the suffering.

When a cold first threatens, a few drops of essence of cinnamon taken in a little warm water will usually check it before it has a chance to gain a hold. An ordinary cough may be soothed by sipping hot lemon and honey. For a cold on the chest rub gently the chest and back with warm camphorated oil or olive oil; this is particularly effective in the case of children, but they must be kept in bed in a warm, well-ventilated room if there is any rise in temperature. A common ailment to which young children are liable is croup. A vapour lamp will be found to be very soothing during an attack of this malady, but there is no reason why your child *should* have croup. This complaint is almost invariably brought on by incorrect feeding. Do not allow young children to take a meal late in the evening. No child under six years of age should be given supper as a meal.

Continued on page 24

**Tired?
Run-down?
Weak after illness?**

**HALL'S
WINE**

**will soon
pull you
round!**

Large Bottle . 5/6

Smaller Size . 3/3

**MAGORS
TONIC
TABLETS**

**For those who
prefer a tonic
in tablet form.**

1/3 and 3/- per bottle

IS THIS YOUR BIRTHDAY MONTH?

To most of those whose anniversary falls within the period 22nd January to 21st February, 1938, will prove to be a year of exceptional good fortune. Many of their long-felt wishes and aspirations will be fulfilled this year, and plans for which they have long worked and schemed will come to fruition.

There will be a marked improvement in the prospects of those already in employment, unexpected opportunities arising for promotion; while to many who have been unemployed, this year will bring a return to steady occupation and a welcome improvement in their fortunes. There are indications of sums of money received as "windfalls" from unexpected sources, but a danger of such windfalls being carelessly disbursed or squandered, illustrating the old proverb "Easy come, easy go." February people should take great care to hold securely whatever benefits come to them this year.

The health generally will be good, but the sons and daughters of this month will be excitable and highly-strung, and the nervous system may suffer slightly from this cause, bringing on minor functional disorders. Those born during this period should also be careful of climbing or balancing at great heights.

100 YEARS AGO THIS MONTH

An accident occurred during the night of February 13th on the Liverpool-Birmingham railway. Between Birmingham and Wolverhampton the train ran into a horse that had strayed upon the line. The engine shot off the line down the embankment with the tender and several of the carriages which were smashed to splinters, yet none of the passengers were seriously injured.

FEBRUARY

SUN. ..	⊕	6	13	20	27	⊕
Mon. ..	⊕	7	14	21	28	⊕
Tues. ..	1	8	15	22	⊕	⊕
Wed. ..	2	9	16	23	⊕	⊕
Thurs. ..	3	10	17	24	⊕	⊕
Fri. ..	4	11	18	25	⊕	⊕
Sat. ..	5	12	19	26	⊕	⊕

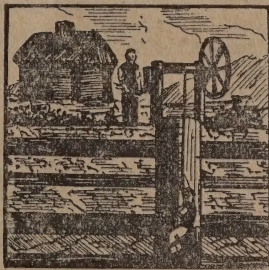
INDUSTRIES which have helped to build our EMPIRE

No. 2—MINING

It may be said with all truth that our modern industrial life has been wholly dependent upon mining, and we shall never be able to calculate the extent of the debt the country owes to the men who helped to put this important undertaking on a sound footing.

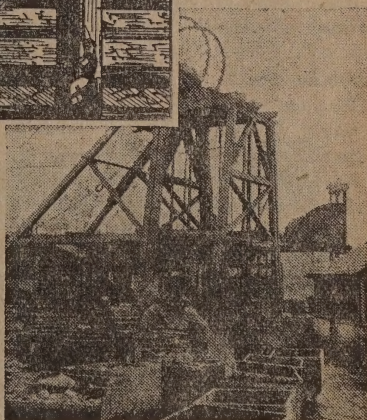
Early methods of mining were both slow and dangerous. As late as 1841, when a Government Commission was set up to inquire into conditions in the mines, it was discovered that, in some coal districts, not only were women employed in the pits, but the turn wheel pulley was still being used as a method of descent, as shown in our illustration. The nineteenth century saw the abolishment of these barbaric practices. The industry was completely revolutionised

An early pit-shaft



under government supervision, and the present-day methods and equipment ensure the maximum of output with the minimum of danger to the miner.

A modern pit-head



Ready for Emergencies—cont.

Tea should be the last actual meal of the day, but they may be given some light, easily-digested drink a short while before retiring.

A sprain in the arm or ankle may be relieved by a cold water bandage. A scald which does not break the skin should be treated with a dressing of carron oil, which is soothing as well as healing. For a severe burn immerse the affected part in a solution of bicarbonate of soda dissolved in water, afterwards applying a dressing.

In the case of very severe burns, one of the greatest dangers lies in the effects from shock. Keep the patient warm, and preferably in a darkened room, and try to soothe and reassure him until the arrival of the doctor.

And now, here are some suggestions for stocking a simple home medicine chest:

Top Shelf

Clinical Thermometer; Medicine Tumbler; Eye Bath; Pair of Tweezers (for splinters); Cotton Wool; Plain Lint (for use with ointments); Boric Lint (best for wounds); Gauze; Four Burn Dressings (two small and two large); Bandages (1 in., 1½ in. and 2 in.); Boracic Crystals.

Bottom Shelf

Tincture of Iodine and Camel-hair Brush; Witch Hazel (for bruises); Smelling Salts; Electric Liniment (for muscular pains, etc.); Glycerin of Thymol (for gargles, etc.); Syrup of Figs (for children's constipation); Castor Oil; Phen Pyrin (for headaches, etc.); Sal Volatile (for fainting); Cream of Magnesia; Kutisol Ointment (a splendid "all round" ointment for most purposes).

You may add to this list as you go along; but always take care to replenish *immediately* as you use any of the items.

Instant Treatment for CUTS, WOUNDS BLISTERS



For all small injuries, 'Elastoplast' First-Aid Dressings ensure proper antiseptic treatment instantly. Each tin contains an assortment of dressings ready to apply in a moment. Obtainable from all branches of Timothy Whites & Taylors in handy RED tins, 6d. and 1/-.

Write for FREE
SAMPLE to:—

T. J. SMITH &
NEPHEW, LTD.,
(Dept. V1), Neptune
Street, Hull.

Elastoplast
TRADE MARK BRAND
FIRST AID DRESSINGS

IT IS SAFER

TO MOVE
IT WITH

Hobson's Choice
FEET POWDERS

SURE
CONVENIENT
AND
EFFICIENT

OVER 50 YEARS REPUTATION

Plaisters 1½ d. 3d. 4½ d. per
pkt.

Powders 1d. pkts., 4d. boxes

GET THEM FROM
TIMOTHY WHITES
and TAYLORS LTD.

HOBSON TRIMBLE & Co., Ltd., LEEDS 2

IS THIS YOUR BIRTHDAY MONTH?

Those whose birthday anniversary falls between the period 21st February to 21st March will be well advised to take things quietly this year and look forward patiently to 1939, when they may expect a very happy improvement in their fortunes.

This does not mean that 1938 will prove to be an unfortunate year for them. Quite the contrary. But this year their fortunes will be somewhat mixed: they will have gains and pleasant surprises in some directions, and disappointments and losses in others. They should not make hasty decisions in important undertakings, and should not contemplate changes in occupation this year if it can be avoided; 1939 promises them many chances for promotion and advancement, and they will do well to conserve their energies and cultivate their powers to take full store of that period when it arrives. The health generally will be good, but they should avoid worry and despondency or any undue mental or physical strain. Excesses in any form should be avoided, and care should be taken of the kidneys and bladder.

100 YEARS AGO THIS MONTH

At Chelmsford on 8th March William Chignall and Reuben Cousins were indicted for breaking into the dwelling-house of Catherine Townshend, at Messing, and stealing therefrom a shift, a shawl, and another article of her property. The jury returned a verdict of guilty, and the Lord Chief Justice duly recorded sentence of death against both prisoners.

MARCH

SUN. ..	⊕	6	13	20	27	⊕
Mon. ..	⊕	7	14	21	28	⊕
Tues. ..	1	8	15	22	29	⊕
Wed. ..	2	9	16	23	30	⊕
Thurs. ..	3	10	17	24	31	⊕
Fri. ..	4	11	18	25	⊕	⊕
Sat. ..	5	12	19	26	⊕	⊕

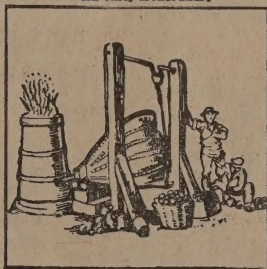
INDUSTRIES which have helped to build our EMPIRE

No. 3—IRON AND STEEL

Iron has been in use by practically every nation in history. Moses makes mention of furnaces for working iron ore, and records that swords, axes, knives, etc., were made of the metal in Biblical times.

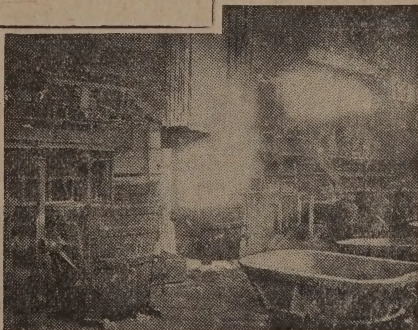
At the beginning of the eighteenth century, however, the production of iron in England was falling off, largely on account of the scarcity of fuel. But in 1783 Henry Cort invented the Puddling Process which enabled coal to be used in the manufacture of wrought iron. Cort took out a patent in that year for "malleablising cast iron in the air furnace by the cheap flame of pit coal, without charcoal, blast, bellows, or cylinder."

An early Ironfoundry



In 1856 Bessemer invented his process for converting pig-iron into steel. Improved machinery was now made possible for all manufacturing trades, and the nineteenth century established the power of England as the foremost industrial nation of the world.

Modern Steel Works



About Your TEETH

BROADLY speaking a tooth may be considered as being possessed of two main features: the *crown*, which is that portion extending into the mouth from the gum; and the *root*, which is embedded in the gum.

The root carries the nerve fibres which run within a pulpy mass at the centre of the tooth. Surrounding this pulpy mass is a strong protective casing which is commonly known as the *ivory*, and again surrounding this ivory is a very hard substance, the *enamel*, which is that portion of the crown we see when the lips are parted.

Now, when decay sets up within a tooth, it commences almost invariably in this exposed portion of the crown; and if neglected it gradually eats away the enamel until the ivory is attacked and finally the nerve centre is exposed.

Such, very roughly, is how decay operates within the tooth. But now let us inquire briefly into the *causes* of such decay.

It will be obvious to all that, after masticating food, certain essences or solutions will adhere to the teeth. Quite apart from minute portions of food that lodge themselves *between* the teeth, there is formed over their surface a kind of film layer. That deposited by some of the foods we consume need not cause us undue alarm; but from certain other parts of our diet it is distinctly harmful if allowed to remain on the teeth.

Now, without going too deeply into the mysteries of Dietetics, let us say that one of the most important parts of our diet consists of what are known as carbohydrates, sugar and starch being two very common examples. These are powerful agents in fermentation and decomposition of foods we consume, and they are very essential to the process of digestion. But if these carbohydrates are allowed to remain on the enamel surface of the teeth, exposed to the outer air and the millions of germs within the mouth, then a powerful acid is formed which is capable of **eating into the hard**

enamel protective covering, and sets up that devouring process which we call *decay*.

Nature provides certain foods that in themselves have this cleansing effect. For example, an apple well chewed after a meal is an excellent cleanser. But the habits of highly civilised man are not always so close to Nature. Neither is his diet always well chosen. Therefore he needs to adopt artificial methods of cleansing to supplement those of primitive nature, and to-day we employ dentifrices that are specially prepared chemically to destroy the germs of decay.

But let us not lose sight of the fact that the toothbrush itself can harbour germs if not kept constantly fresh and clean. It costs little to replace it frequently, but it is well worth that little.

THIS IS THE IMPORTANT PART

of a tooth brush. For it is upon the bristles that thorough and effective cleaning of the teeth depends. Particular attention is paid to the bristles of "Verisan" tooth brushes. Long, hard and pure, they are designed to **CLEAN** teeth, not merely brush them.

Get a "Verisan" to-day. They're made in all shapes, sizes and degrees of hardness.



VERISAN

TOOTH BRUSHES

IS THIS YOUR BIRTHDAY MONTH?

To those whose anniversary falls between the 21st March to 21st April this year is a period in which extreme caution should be exercised. They will have a **modicum** of good fortune, but in many instances the good will be tempered by irritating losses in other directions. The finances should be carefully guarded, and all hazardous speculation avoided. To many there will arise annoying differences in their domestic or business life, and they will feel they are the victims of injustice; but they should avoid acting rashly themselves, while at the same time being forewarned against the likelihood of possible malice or spite on the part of others. In some instances inconvenience may also be caused by illness of other members of the family, or maybe losses through them. Nevertheless, if they exercise due caution April people as a whole will steer safely and with benefit through a somewhat difficult period.

Special care should be taken of the health. They should observe that they have plenty of light outdoor exercise, take their meals quietly and ensure regular hours of sleep.

100 YEARS AGO THIS MONTH

A serious affray took place at Hanworth, near Twickenham, on Easter Monday in consequence of the endeavours of the S.P.C.A. to prevent a Cock Fight. They were so badly mauled by the crowd that the lives of two of them were despaired of. Even the surgeon who was called to attend their wounds was hooted and pelted by the mob.

APRIL

SUN. ..	⊕	3	10	17	24	⊕
Mon. ..	⊕	4	11	18	25	⊕
Tues. ..	⊕	5	12	19	26	⊕
Wed. ..	⊕	6	13	20	27	⊕
Thurs. ..	⊕	7	14	21	28	⊕
Fri. ..	1	8	15	22	29	⊕
Sat. ..	2	9	16	23	30	⊕

INDUSTRIES which have helped to build our EMPIRE

No. 4—BRIDGE BUILDING

Until the latter part of the eighteenth century the only type of bridge constructed that could be relied upon to bear severe strain was that in which the arch was formed of stone (or brick). But just prior to the opening of the nineteenth century cast iron began to be used, and when wrought iron was introduced about 1784 (see Iron and Steel, p. 25) bridge building began to take on an entirely new guise. In 1819 Telford started a further new era by constructing a *suspension bridge* across the Menai Straits, and this picturesque fashion in bridges soon gained popular favour.

The first Cantilever Bridge to be constructed in Great Britain was the famous Forth Bridge, which was completed at

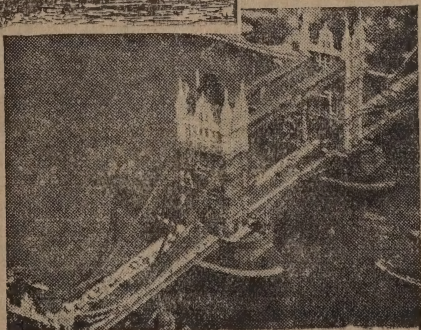
First Bridge over the Thames



the end of last century. Bessemer's process for making steel had advanced bridge building yet another step.

The Tower Bridge over the Thames was completed in 1894, four years after the Forth Bridge, and it took eight years to build.

The Tower Bridge



Treat Colds the EFEDREX Scientific Way

EFEDREX NASAL JELLY

Handy tubes 1/3

EFEDREX TABLETS

Relieve the spasms and shortness of
breath in ten minutes.

Tube of 20 tablets 1/9

EFEDREX SPRAY

Per bottle 1/6

Special Efedrex Atomiser

2/6

Obtainable at all branches of
Timothy Whites & Taylors Ltd.

LIVER, KIDNEY & STOMACH TROUBLES

Vitadatio—the Safe and Sure Remedy!

If you suffer agonising days—headaches—back-ache—can't eat—can't sleep—your skin sallow and muddy—you are sick and wretched—your whole system out of order—take Vitadatio, the safe and sure Remedy. What can be more encouraging to you than to read of the marvellous recovery of Mr. Moore, "Woodford," Rupert Road, Roby, near Liverpool, who writes:

"I have been one of the worst victims of STOMACH TROUBLE for 5 years and been X-rayed 19 times. I suffered agony. Could not sleep. I tried most medicines without success, but Vitadatio is a really wonderful remedy. Before—I could not eat. Food was a dread. Now I can eat and sleep. LIFE IS WORTH LIVING."

Vitadatio succeeds when all else fails. It creates appetite, assists digestion, purifies and enriches the blood and restores health, strength and vitality. Thousands of sufferers from Liver, Kidney, Stomach and Blood Troubles have derived marvellous benefit. Prove it yourself—don't delay—Get a Bottle To-day. Sold by all branches of Timothy Whites & Taylors, 3/- and 5/- per bottle.

A postcard will bring you free book of wonderful testimonials, from Vitadatio, (Box 2), Armley, Leeds.

Vitadatio ★ SEND FOR VALUABLE FREE BOOKLET

Henry was always tired . . .

. . . it seemed to Mary; not in the least like he used to be—full of energy and go. So she wrote to her sister Agnes for advice. Here is part of Agnes's reply:

" . . . of course John doesn't mind giving you his professional advice. He says that Henry must be in a very low state of health, and is probably suffering from nervous exhaustion. He ought to take a

holiday or a course of **Magors Phosphor Tonic**. John recommends this tonic from experience. He says it really does put new life into you, because it contains all the elements that are essential to bodily health.

"You'll get it at any of Timothy Whites and Taylors' branches at 1/3, 3/- or 5/- per bottle. . . ."

YOU SHOULD TAKE JOHN'S ADVICE TOO—TAKE

MAGORS PHOSPHOR TONIC

WHEN YOU FEEL RUN DOWN

IS THIS YOUR BIRTHDAY MONTH?

To those whose anniversary falls between the period 22nd April to 22nd May, 1938 will be a year of many strange vicissitudes. There is a "revolutionary" influence at work that may bestow benefits with one hand and exact severe payment with the other. Yet if they keep their heads under trying circumstances, April people will emerge from a difficult period vastly better for the experience. They should set themselves to steering their course with patient tranquillity, taking full advantage of the tide yet adapting themselves to the changing currents.

To certain of those born within this period, unexpected benefits may be received from legacies; but the financial gain will be tempered by emotions at the loss of some old and dear friend or benefactor.

In short, for the May-born people this year will be one of strange mixtures of good and ill.

The health generally will not suffer severely, but they should avoid excesses, take plenty of light exercise, but avoid rushing about immediately after meals.

100 YEARS AGO THIS MONTH

On May 20th, at the Mayor's Office, Stafford, Mary Careless was charged with an unprovoked assault upon her neighbour, Mary Bromley. During the trial her garrulity was so incessant that the Mayor ordered her to be sent the "Scold's Bridle," an instrument employed in olden times, which encircled the head from ear to ear and securely held the tongue with an iron bit.

MAY

SUN. ..	1	8	15	22	29	⊕
Mon. ..	2	9	16	23	30	⊕
Tues. ..	3	10	17	24	31	⊕
Wed. ..	4	11	18	25	⊕	⊕
Thurs.	5	12	19	26	⊕	⊕
Fri. ..	6	13	20	27	⊕	⊕
Sat. ..	7	14	21	28	⊕	⊕

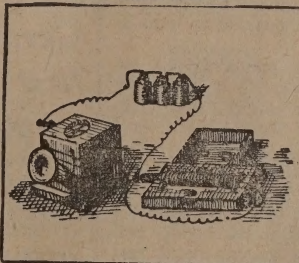
INDUSTRIES which have helped to build our EMPIRE

No. 5—THE TELEPHONE

The sudden rapid impetus that had been given to industry generally by the discoveries and mechanical inventions of the seventeenth and eighteenth centuries demanded that quicker communication should be established between distant towns and districts. The electric telegraph furnished the means of communicating by code or signal to distant parts, but this was not sufficient—the necessity arose of establishing intercourse by actual speech.

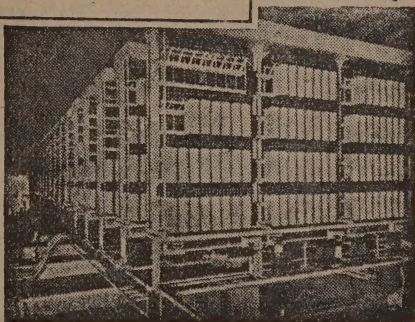
About the middle of the nineteenth century a schoolmaster of Friedrichsdorf, M. Reiss, invented a telephone for transmitting musical tones to a distance, but his contrivance proved incapable of reproducing normal speech successfully.

Reiss's Original Telephone



It was Graham Bell (a native of Scotland, but settled in the United States) who finally solved the problem, and Bell's speaking telephone was exhibited for the first time at Philadelphia in 1876.

Modern
Automatic Exchange



To Dog Owners

SOME THINGS YOU SHOULD KNOW

WE are constantly reading in the Press of cases in which dog-lovers have unwittingly committed offences against the law from ignorance of the legal conditions governing their position. We believe, therefore, our readers will appreciate the following hints for their guidance.

It is a mistake to believe that because you hold a licence for a dog you may keep as many dogs as you wish. It is necessary to take out a licence for every dog *over six months old* in your possession.

If you find a stray dog and are unable to trace its owner, you are not entitled to keep the dog. You must take it to the nearest Police Station. Then, at the end of seven days, if the dog has not been claimed, you may intimate to the police that you are willing to adopt it. You must then keep the dog for one complete calendar month, after which, if he has not been claimed by his rightful owner, you are entitled to assume ownership.

A dog licence becomes renewable on 31st December *always*. It does not matter if you took out the licence as late in the year as November, it still expires at the end of that year.

Whenever a dog is out in the public streets he must wear a collar bearing the name and address of his owner. A small disc attached to the collar, and inscribed with the owner's name and address, *may* be used, but it is best to have the brass plate of the collar itself so engraved—discs have an unfortunate habit of becoming detached.

A blind person may be exempt from taking out a licence for the dog that is employed as his "guide." So also may a shepherd who employs a dog solely to assist in the care of his flock. These are the only two instances of exemption from dog licence.

Finally, keep your dog well under control. Do not forget you are liable for any injury to person or property caused by your dog to a third party.

When you bath your dog . .

use warm—not hot—water and a good dog soap. Afterwards rinse him in a reliable disinfectant solution. Silvopine (Pine Fluid) Disinfectant is excellent for this purpose and is particularly effective in keeping his coat clear of all pests.

Silvopine Fluid is ideal for doggy's kennel, too, and for stables, lavatories, drains, dustbins, and a hundred and one other domestic purposes. Full instructions are given on each bottle.

SILVOPINE

DISINFECTANT **6^d.**
(PINE FLUID) per bottle

Germs strike first at your throat

Keep free from infection.

Gargle daily with—

VERISAN

GLYCERINE OF THYMOL

Also
Glycerine
of
Thymol
Pastilles
1/- & 1/6
per tin

The Recognised
Gargle & Mouthwash

7d., 1/-, 1/9 & 2/9
per bottle

IS THIS YOUR BIRTHDAY MONTH?

Quite a good year is promised for those whose anniversary falls between 22nd May and 21st June, but they will be well advised to store their benefits and not be too easy-going in their relations with others. They should also avoid sudden spontaneous acts of generosity that may later be regretted.

The money prospects are good, but the finances should be carefully guarded, and all hasty speculation avoided. There is a tendency to treat money matters too carelessly, and to squander easily what may have been easily acquired.

Those born during this period should set out this year to apply themselves assiduously to whatever they may undertake and strive wholeheartedly to maintain the interest until the end is accomplished, for the tendency will be to be so changeable in their interests that they will not accrue the full benefits from their initial enterprise.

The health generally will be good, but they should take care to avoid chills and should pay special attention to the protection of the chest and lungs.

100 YEARS AGO THIS MONTH

On June 28th the whole country was thrown into rejoicing at the coronation of Her Majesty Queen Victoria. An unusual degree of interest in the event was excited among all classes on account of the youth and sex of the new sovereign. At the town of Cambridge no less than 13,000 people were feasted in an open field called Parker's Piece.

JUNE

SUN. ..	⊕	5	12	19	26	⊕
Mon. ..	⊕	6	13	20	27	⊕
Tues. ..	⊕	7	14	21	28	⊕
Wed. ..		1	8	15	22	⊕
Thurs. ..		2	9	16	23	⊕
Fri. ..		3	10	17	24	⊕ ⊕
Sat. ..		4	11	18	25	⊕ ⊕

INDUSTRIES which have helped to build our EMPIRE

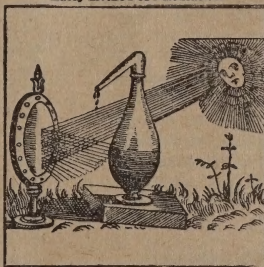
No. 6—CHEMICAL RESEARCH

It will have been remarked how all our industries are inter-related and inter-dependent; and none could have become what they are to-day but for the remarkable advance that has been made in chemical research. The history of chemistry is ineradicably linked with the progress of industrial life in all its branches.

Genuine scientists like Roger Bacon, who flourished in the thirteenth century, and mediaeval alchemists (see pp. 32-3) who pursued their researches under almost insuperable difficulties, gave a new meaning to life, and it is truly remarkable that they were ever able to achieve the results they did with the crude equipment then possessed.

Our illustration shows the alchemical method of distillation

Early method of Distillation



by means of what was called an *alembic*. And a modified form of this apparatus may be recognised still in use in scientific laboratories to day.

In a modern Laboratory



The Story of the

CHEMIST'S BUSINESS



WHEN, in the busy turmoil of our modern city life, we hastily enter a chemist's shop to make a purchase or to present a doctor's prescription for dispensing; or when, hurrying along the narrow High Street of our quiet country village on some drizzling autumn evening, we catch a passing glance, reflected in the wet pavement, of the three coloured bottles displayed in the window of the local Pharmacy, how little do we realise the strange history and tradition that lie behind the modern chemist's business. Yet no modern novel possesses a more thrilling and intriguing story than may be read here.

The short space at our disposal will not permit us to give more than a very brief outline of its development however. Volumes might be written of the queer peoples who have helped, in the process of time, to make our knowledge what it is to-day. The Medicine Man of savage races;

the ancient Astrologer gathering his herbs at specified times of the day and night according to the positions of the sun, moon and stars; the Alchemist searching vainly for the Philosopher's Stone and the Elixir of Life—these have all contributed in their own queer way to the sum total of our present-day knowledge of medicines.

The employment of herbal medicines in some form may be traced back to the very earliest history of man. In all races—even with the lowest of savage tribes—we find evidence of the use of botanical herbs, minerals, etc., to cure the common ailments with which the human body is afflicted. But not always were these medicines prepared and dispensed, as they are to-day, only by men specially trained and qualified to understand their true nature. The Medicine Man among savage tribes needed no academic knowledge. If you were ill you consulted him about your symptoms, and, after performing a strange Devil Dance around you (to drive out the evil spirit!) he tried out one of his latest potions on you. Something was sure to happen—if you were lucky you recovered; if you did not recover, well, their mistakes were soon buried and forgotten. And the bereaved family always knew the victim was incurable, anyway!



An early Alchemist

SINESS

Nevertheless, these wild men did learn in this way that certain herbs and minerals were fatal to mankind. And out of this muddling a certain amount of useful knowledge was gleaned and passed on to others.



NEXT we find the Alchemist of mediaeval times experimenting in his crude laboratory with retorts and furnaces, searching for those visionary recipes that should furnish him with the secret of turning base metals into gold, and of producing a magical potion, the Elixir of Life, that should give him eternal youth. During the course of their experiments these Alchemists made some remarkable discoveries regarding chemical action, and quite unwittingly made valuable contributions to real scientific knowledge. One of the earliest Alchemists of whom we have any record was an Arab of the name of Geber who flourished in the seventh century. He was a physician of some repute, but his treatises on the subject of Alchemy, in which he refers glibly to The Universal Medicine, The Perfect Tincture, and the Elixir of Life, are phrased in such absurd

and unintelligent language, and are filled with such ridiculous formulas and quasi-mystic terms that they read more like the ravings of a madman. Indeed, according to Dr. Johnson this is how we get our modern word *gibberish*, which, the famous lexicographer contends, was originally spelt *geberish*.

However, with all their foolish dreams and visionary aspirations, these misguided searchers after truth did help to extend the field of science, and the modern chemist owes much to the fanatical researches of the early Alchemists, for they produced an early pharmacopœia containing a wide variety of herbal and mineral remedies in the form of salves, syrups, powders and tinctures; and it may be said with some truth that ancient alchemy was the cradle of modern pharmacy. Some of the medicines and cures discovered by the early Arab Alchemists are still employed by physicians to-day. *Continued overleaf*



BUT we must leave the Alchemist and turn our attention now to the Apothecary. We mentioned at the commencement of our story the three coloured bottles that may be seen in the window of many a chemist's shop and drug store to this day. How many of us know these are a relic of the old Apothecary? In olden days the Apothecary was accustomed to display three retorts, filled with certain solutions, to advertise his calling. And to-day the modern Pharmacist still imitates this ancient sign, with three pear-shaped bottles of coloured water, out of respect for old tradition. Gradually, in the process of time, out of all this confusion of truth and error, the genuine chemist and pharmacist began to emerge. Orthodox scientists and physicians sifted the wheat from the chaff, old recipes were carefully tested and revised on a pure scientific basis, and the present-day Pharmacopœia (a veritable mountain of scientific knowledge) was produced. No longer could any stray charlatan practise the art of dispensing medicines—only such as had proved their capacity in the science were permitted to enter the jealously guarded circle.

BRING US YOUR PRESCRIPTIONS . . .

All prescriptions brought to us are dispensed under the personal supervision of a fully qualified chemist. The ingredients we use are pure, fresh and tested, and besides conforming to official standards are selected for outstanding quality. We know the importance of speed and prepare all medicines with promptitude.

And so it grew into a healthy body, fit at last to assume the sacred trust imposed upon it. To-day an organised chemist's business, such as Timothy Whites & Taylors, has its own research laboratories, equipped with the latest perfected instruments of science, and directed by a body of men and women specially trained and qualified to ensure perfection in the ingredients to be introduced into your medicine; while the Dispenser at your local branch is also a qualified member of the Pharmaceutical Society with all those vast resources of science behind him.

Your doctor relies upon your chemist. He expects that you will present his prescription with the perfect assurance that it shall be dispensed with unflinching accuracy.

To-day you have that assurance at all chemists branches throughout Great Britain of Timothy Whites & Taylors, Taylors British Chemists, Parkes, Thornbers, Thompson & Capper, &c.



*We dispense National
Health Insurance
Prescriptions. Bring
them to us.*

IS THIS YOUR BIRTHDAY MONTH?

For the majority of those whose anniversary falls between the period 22nd June to 22nd July, 1938, will prove to be a year of many mixed blessings. To some, opportunities will arise for change or promotion in their business life, but the promotion may not bring in its train the expected financial gain. Others may accrue financial gain from outside sources, yet sustain some minor reverses in their normal business activities; or accomplish successful dealings themselves that will be counterbalanced by careless handling of their affairs by the marriage or business partner. Yet the year, as a whole, promises well, and if they will determine to avoid impetuous actions themselves, July-born people should have no cause for complaint at the sum total of their benefits.

The health generally will be good, but fermenting foods or intoxicating liquors should be avoided. Due care should also be taken of the liver, kidneys and bladder, as minor functional disorders may arise from over-indulgence or carelessness in diet.

100 YEARS AGO THIS MONTH

On 9th July a grand review was held in Hyde Park of Horse Guards, Lancers, Hussars, Grenadier Guards, Artillery, etc. The Queen appeared about eleven in an open barouche escorted by a detachment of Life Guards. Many notabilities were present, but the lion of the day was the Duke of Wellington who was greeted with deafening cheers on all sides.

JULY

SUN. ..	⊕	3	10	17	24	31
Mon. ..	⊕	4	11	18	25	⊕
Tues. ..	⊕	5	12	19	26	⊕
Wed. ..	⊕	6	13	20	27	⊕
Thurs. ..	⊕	7	14	21	28	⊕
Fri. ..	1	8	15	22	29	⊕
Sat. ..	2	9	16	23	30	⊕

INDUSTRIES which have helped to build our EMPIRE

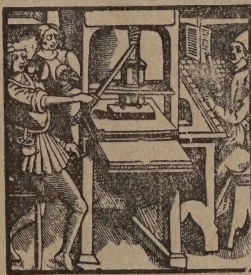
No. 7—PRINTING

It is perhaps no exaggeration to say that of all the inventions of modern times the art of printing by movable types has had the greatest influence upon the world's progress.

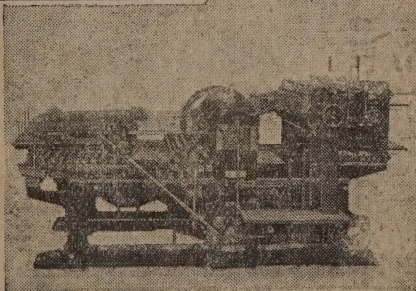
In the middle ages books were scarce, indeed. The art of printing had been practised for thousands of years, it is true, but the first books were printed from engraved wooden blocks from which copies were taken on an inked press. It was not until Gutenberg conceived the idea of cutting the letters of the alphabet separately for printing that the possibility of producing books within the means of any but the extremely wealthy could ever be contemplated.

Caxton introduced the art into England, and his first book was "Le Recueil des Histoires de Troyes," which he re-issued later, in 1471, in English. Since his day rapid progress had been made, until the modern printing machine is almost human in its capabilities.

An early Press



Modern Printing Machine



HOUSEHOLD HINTS

Polishing Linoleum. Linseed oil rubbed well into linoleum will impart an excellent polish and will not leave the surface slippery.

Paint on Windows. When paint splashes have been made on windows, they may be removed easily with hot vinegar, even though the stains may be of very long standing.

Preserving Cutlery. Steel cutlery which is being stored away will not rust if first rubbed over with a little olive oil.

Acid on Clothes. If you should inadvertently spill acid from a wireless accumulator upon your clothes or upon the carpets, apply a little ammonia instantly. This will prevent the acid from burning a hole.

Cleaning Brass. If you have brass hearthware, brass taps, etc., apply the metal polish with an old toothbrush. This will get into awkward kinks and ridges that cannot be reached with a rag or duster. Afterwards polish with another brush.

Continued on page 38

FAIRY
DYES
For all
HOME DYEING
34
BEAUTIFUL
SHADES
2^{d.} EACH

SAFE SLIMMING for ALL

Is now possible with Parkes Improved Slimming Tablets. Combining the beneficial treatment of the well-known Continental Spa of Marienbad, with the wonderful reducing properties of *Fucus Vesiculosus*, this preparation is a safe and reliable aid to slimming.

PARKES
IMPROVED
SLIMMING
TABLETS
2/- per box 3 for 5/6
Trial size 1/-

Slimming
BATH SALTS
(Perfumed)
6d. per packet
6 packets for 2/6

PARKES
IMPROVED SLIMMING TABLETS



IS THIS YOUR BIRTHDAY MONTH?

Those whose birthday anniversary falls between the period 22nd July to 22nd August will have few serious difficulties or worries this year, but they must not look for any very great or unexpected improvement in their fortunes. Generally speaking the trend of affairs will be fairly even, and they should direct their energies to building sanely and methodically upon existing conditions, avoiding the desire to make changes in their profession or calling.

The finances will be reasonably sound, but they should not hastily enter into new ventures this year, and all hazardous speculation should be avoided. The health generally will be good; but in a few instances there may arise a tendency to minor trouble with the kidneys and bladder. Due attention should be given to the diet, and August people should avoid sudden spurts of energy immediately after a meal.

100 YEARS AGO THIS MONTH

On 25th August the brig *Hobden* arrived at Greenock carrying a gentleman and two lady passengers and two of the crew of the American brig *Braganza*, the crew of which had mutinied, throwing the captain and second mate overboard, and casting the passengers adrift in an open boat. The survivors were picked up about 350 miles off the coast of Portugal after being adrift for 25 hours.

AUGUST

SUN. ..	⊕	7	14	21	28	⊕
Mon. ..	1	8	15	22	29	⊕
Tues. ..	2	9	16	23	30	⊕
Wed. ..	3	10	17	24	31	⊕
Thurs.	4	11	18	25	⊕	⊕
Fr. ..	5	12	19	26	⊕	⊕
Sat. ..	6	13	20	27	⊕	⊕

INDUSTRIES which have helped to build our EMPIRE

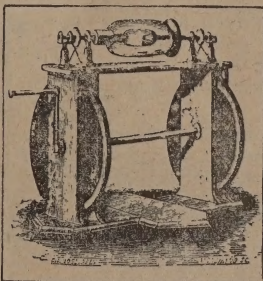
No. 8—Electrical Power

It was known to the ancient Greeks that if amber be rubbed on a dry fabric some kind of magnetic power is produced by the friction, and the Greek word for amber, *elektron*, gave us the name for our modern source of power—electricity.

Towards the end of the sixteenth century, however, Dr. Gilbert, of Colchester, showed that this peculiar property was possessed not only by amber, but by sulphur, wax, glass and several other substances, and Gilbert's discovery gave a new impetus to the study of electricity.

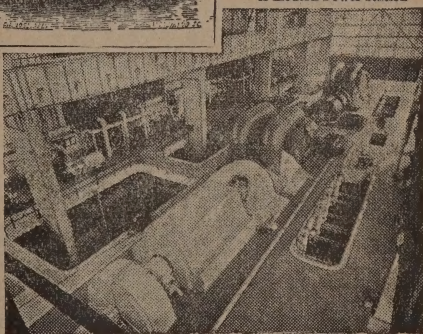
The first to invent a machine for generating electricity, however, was Otto von Guericke, burgomaster of Magdeburg, who, in 1672, made a globe of sulphur which he fixed on an axle so that it could be rapidly rotated for rubbing.

Hawksbee's Machine



A few years later Hawksbee improved upon von Guericke's contraption by constructing the dual glass cylinder apparatus shown in our illustration, and this machine may be said to be the forefather of all our modern generating plants.

A modern Power Station



HOUSEHOLD HINTS—cont.

Medicine Stains. To remove medicine stains from silver or plated spoons, rub over with a cloth dipped in vinegar. Thoroughly wash and dry the articles afterwards.

To Remove Candle-grease from clothing, wallpaper, etc., first place upon the affected part a piece of thick, rough, brown paper, then apply a hot iron to the paper, when the grease will be instantly absorbed.

Rusted Picture Hooks. When brass picture hooks, curtain rings, etc., have become rusty, place them in hot vinegar and leave immersed for the day. They can then be dried and rubbed up into a delightfully new polish.

Tapestry Furniture Covering. If you have a tapestry-covered suite you will find that in your spring-cleaning a wonderful freshness may be given to the tapestry covering by cleaning with a little warm bran.

Blistered paintwork. A little olive oil rubbed over the paintwork of furniture that is to be drawn up to the fire will prevent the paint from becoming blistered.

Cleaning Tiled Hearths. If your hearth tiles are cleaned regularly with turpentine a permanent gloss will be given to them. This method of cleaning also preserves the tiles and prevents cracking.

Stains on the Fingers caused by vegetables may be removed by rubbing the hands with a cut lemon.

Onion Odours. After peeling onions if you rub a little dry mustard over the hands the objectionable smell of onion will instantly be removed.

Cleaning Jewellery. Gold and silver articles that have become dulled may be restored to a new freshness by washing in water to which a little ammonia has been added. A teaspoonful of ammonia to half a pint of water is the best strength.

RHEUMATISM

To get real and permanent relief from this wide-spread and agonising complaint you must deal with the *cause*. Uric acid has accumulated in muscles or joints because your kidneys are failing to do their work properly.

De Witts Brand Kidney and Bladder Pills are world-renowned for their splendid effects on faulty kidneys. After taking a course of these pills you will find your pains disappear, your joints more supple and your whole health improved.



DEWITT'S KIDNEY AND BLADDER PILLS

do you so much good because they help the kidneys to do their work perfectly—the removal of bodily waste. Try them and you will be delighted

1/3
3/-
5/-

A fraction of a second . .

is all that lies between the acceptance or rejection of a sample of Medicinal Paraffin as it undergoes the viscometer test in our laboratories.

By such vigilant examination we ensure that our Medicinal Paraffin is of that high standard of excellence which renders it invaluable as an internal lubricant. It is tasteless and odourless and is the safe remedy for constipation.

VERISAN

Medicinal Paraffin

9d., 1/3, 2/3, 4/3, 5/6 & 8/-
per bottle.

IS THIS YOUR BIRTHDAY MONTH?

To most of those whose anniversary falls between the period 22nd August to 22nd September, 1938 will prove to be a very promising year in which they may with assurance pursue any new ventures they have undertaken during the past twelve months. To others whose fortunes did not take a turn for the better before the closing months of 1937 this year will bring an increase in their prospects, and they will do well to take full advantage of whatever new opportunities may be offered them.

The natives of this month should train themselves to avoid worry, and more particularly the sense of an "inferiority complex" which so often afflicts them. They should persuade themselves that they are fully capable of the added tasks before them, and pursue their vocations with quiet confidence.

The health will be good, and they must avoid deluding themselves into the belief that they are afflicted with the fashionable complaints of the day.

100 YEARS AGO THIS MONTH

An enquiry took place this month into the circumstances of a fatal duel on Wimbledon Common between Mr. John Flower Mirfin and Francis Lionel Elliot in which Mirfin was the victim. The survivor and second were all charged with wilful murder, but Elliot and one of the seconds, Broughton, had escaped abroad.

SEPTEMBER

SUN. ..	⊕	4	11	18	25	⊕
Mon. ..	⊕	5	12	19	26	⊕
Tues. ..	⊕	6	13	20	27	⊕
Wed. ..	⊕	7	14	21	28	⊕
Thurs. ..		1	8	15	22	⊕
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Sat. ..		3	10	17	24	⊕ ⊕

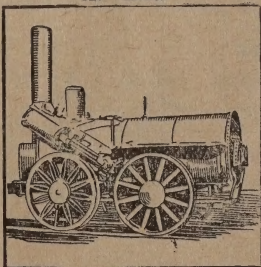
INDUSTRIES which have helped to build our EMPIRE

No. 9—RAILWAYS

With the advance in industrial life that the eighteenth century had produced, the necessity for rapid transport became urgent. But it was not until the close of the century that transport by steam power became a reality and railroads came into use.

The first engine to move from place to place by its own power (as distinct from "stationary" engines) was built at Redruth, Cornwall, in 1784, by William Murdoch, of Birmingham, and this may be said to be the forerunner of the railway engine. The first important railroad to be introduced was in 1821, when an Act was obtained to construct a line between Stockton and Darlington. A few years later a line was opened between Canterbury and Whitstable, and the "Invicta" here seen illustrated, was employed on that route.

The "Invicta"

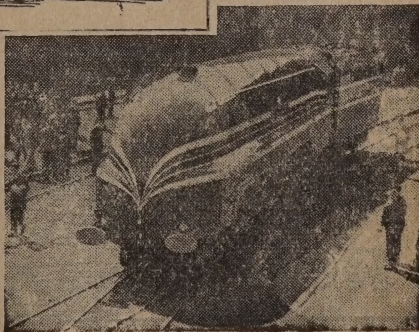


here seen illustrated, was employed on that route.

The best of these early engines was capable of attaining the reckless speed of 12 miles an hour!

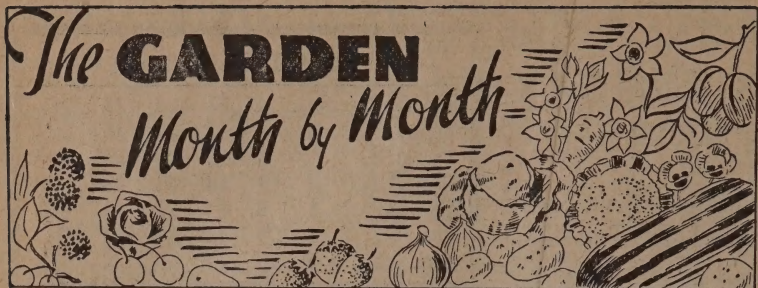
Compare this with the Coronation Scot which can accomplish the journey from London to Scotland in six hours.

The "Coronation Scot"



The GARDEN

Month by Month



JANUARY

Dig ground not turned up in autumn, protect plants from frost by covering of straw. When weather is suitable sow first crop of peas, beans, radishes, etc., in warm position. Persevere with the destruction of weeds and vermin in the garden.

FEBRUARY

Sow beans, peas, cabbages, carrots and turnips for early crops. Earth up winter greens. Plant strawberries about the end of the month. February is an ideal month for propagating dahlias. Transplant hardy biennials and herbaceous plants.

MARCH

Sow main crops of peas, beans, cabbages, onions, leeks, carrots, parsnips, Brussels sprouts, lettuce and spinach. Flowers should be protected and trees pruned in this month. Cabbages should also be planted out. Sow hardy annuals in borders. Lay turf-edgings and attend to gravel walks.

APRIL

Sow asparagus, onions and carrots in heavy soils. This is the month to sow main or successive crops of all kinds. Stake up peas; hoe and thin spinach, onions, parsnips, etc. Towards the end of the month sow beet, broccoli and kidney beans. Sow main annuals, half-hardy annuals, etc.

Continued on page 42

REMOVE EVERY RAT!

Use Rodine. Never fails to kill rats and mice. From all chemists, 7½d. and 1/3.

NOW ALSO

RODINE RED SQUILL

Fatal to rats. Harmless to human beings and pets. From all Chemists. 7½d. and 1/3.

RODINE



T. HARLEY, LTD., RODINE WORKS, PERTH

IS THIS YOUR BIRTHDAY MONTH?

If your birthday anniversary falls between the period 22nd September to 22nd October you may be subject to either of two very different influences, and without fuller details of the individual horoscope, it is impossible to forecast the prospects reliably for 1938. To some the year may bring in its train many little annoyances and set-backs and difficulties with employers, colleagues or partners, while in health they may suffer slightly from minor functional disorders.

To others the present year will show a marked improvement upon the prospects of 1937, but while opportunities will arise for effecting improvement in their fortunes, they should approach the year with due caution, not allowing themselves to be led into acts of impetuosity.

With most of those born during this period the health will need guarding, and they should not forget that the kidneys are a vulnerable spot. The waist should be protected against the danger of chills.

100 YEARS AGO THIS MONTH

On 12th October a fatal accident befel the Regular Leicester and Oxford coach. The coach was overloaded on account of the rush into Oxford at the commencement of term, and on turning into Deddington, near Banbury, it fell over on its side when swerving to avoid a cart. A member of the university, G. Brodrick, of Brazenose, sustained a fractured skull from which he died three hours later.

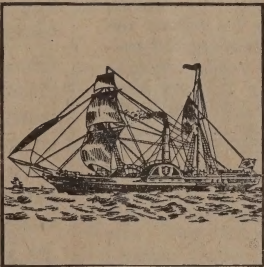
OCTOBER									
SUN. ..	⊕	2	9	16	23	30			
Mon. ..	⊕	3	10	17	24	31			
Tues. ..	⊕	4	11	18	25	⊕			
Wed. ..	⊕	5	12	19	26	⊕			
Thurs.	⊕	6	13	20	27	⊕			
Fri. ..	⊕	7	14	21	28	⊕			
Sat. ..		1	8	15	22	29			

INDUSTRIES which have helped to build our EMPIRE

No. 10—SHIPBUILDING

On 22nd April, 1838, the steamship *Sirius* steamed triumphantly into New York to establish a new record as the first ship to make the Atlantic crossing under steam. Her success had the effect of completely reversing popular opinion in this country regarding the possibilities of steamship navigation. Samuel Cunard, a native of Nova Scotia, had for several years been striving to popularise a scheme for a regular line of steamships between the two countries, but had been unable to obtain the necessary financial support for what had hitherto been regarded as a hare-brained venture. He came to London, and, after some little difficulty succeeded in obtaining the support of two shipbuilders, and the Cunard Company was founded.

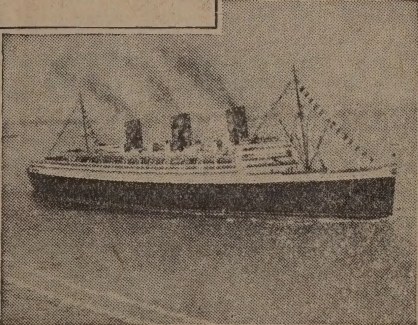
The "Sirius"



In 1840 the *Britannia* was launched from the Mersey. This boat caused a new sensation, for she made the journey in the record time of just over 14 days.

British shipping had triumphed: and to day more than half of the total of the world's shipping is constructed at our dockyards.

The "Queen Mary"



THE GARDEN

Month by Month—*Cont.*

Biennials and perennials should be sown before the end of the month. Plant out gladioli and stocks; repair lawns, lay new turf and sow grass seed. Mow frequently.

MAY

Remove all superfluous shoots and blossoms and prune fruit trees. Sow kidney beans in the first week, and scarlet-runners in the last fortnight; also beet, radishes and lettuce. Sow beans, cauliflower and Brussels sprouts for late crop. During the last week plant out dahlias, stocks and calceolarias.

JUNE

Sow kidney beans for succession; plant out savoys and Brussels sprouts. Sow principal crops of turnips about the third week. Propagate sweet-williams, wallflowers, etc. Plant out dahlias if there is no risk of frost.

JULY

Give close attention to insects and useless growths; stake scarlet-runners and peas, thin gooseberry and raspberry bushes. In the last week plant late crops of broccoli and cauliflower, gather and dry all kinds of herbs for seasoning, etc.

AUGUST

Gather and store ripe fruit, clear away decayed annuals and sow parsley, cabbages and winter onions; also cauliflower, lettuce and radishes for winter. Sow seeds of snapdragon, delphinium and second sowing of hardy annuals for planting in spring.

SEPTEMBER

Dig up carrots, beetroot, potatoes, etc., and store. Sow mignonette, primula and half-hardy annuals for early flowering. Prune fruit trees that have finished bearing; remove pot plants to winter quarters. Protect herbaceous plants.

Continued on page 44



**"I'm
never
'out of sorts'**

—let me tell you why!

Physical fitness largely depends upon internal cleanliness, and so I never allow constipation to poison my system. I gently assist bodily functions by taking a pure, vegetable laxative. I take Choccoloids!

Choccoloids are most pleasant to take because they are coated with fresh palatable chocolate. They contain no ingredients other than pure vegetable extracts, and are harmless, non-habit-forming and non-gripping.

CHOCOLOIDS

Choccoloids
are sold in
handy tins
at

**1/3
& 2/6**



IS THIS YOUR BIRTHDAY MONTH?

For those whose anniversary falls within the period 22nd October to 22nd November the year 1938 will prove to be somewhat unsettled. They should exercise great care in the management of their affairs and all matters of business should be approached with due caution.

Those in employment will have many little "pin-pricks" in their workday life, and these will often arise when they are not feeling at their best. They will tend to be impetuous and will give vent at times to impulsive irritation. During this year, in moments of stress or anxiety, they may unintentionally wound others by unkind words, and their partners in business or marriage will often be called upon to exercise self-restraint in order not to add to the stress of an already over-strung nervous system.

November people should continue to guard their health, and should take particular care against the dangers of over-excitement, over-work or undue mental or physical strain.

100 YEARS AGO THIS MONTH

On Monday, 26th November, an important innovation was announced to be introduced on the London, Birmingham & Great Western Rail Roads to reduce the number of night accidents. Police constables were to be posted a mile apart on the line each carrying a lantern with a red, yellow and green light, to be shown on the approach of a train to or from London.

NOVEMBER

SUN. ..	⊕	6	13	20	27	⊕
Mon. ..	⊕	7	14	21	28	⊕
Tues. ..	1	8	15	22	29	⊕
Wed. ..	2	9	16	23	30	⊕
Thurs. ..	3	10	17	24	⊕	⊕
Fri. ..	4	11	18	25	⊕	⊕
Sat. ..	5	12	19	26	⊕	⊕

INDUSTRIES which have helped to build our EMPIRE

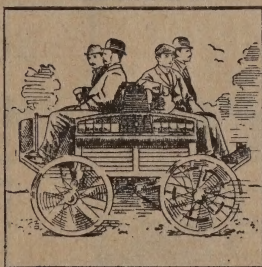
No. II—AUTOMOBILES

It is difficult for the modern generation to realise that it is little more than 40 years since the first motor-car was produced. Yet within that comparatively short space of time motor-car manufacture has developed from the "dream of cranks" into one of our foremost and most flourishing industries.

Up to the beginning of the present century if you drove a motor-car it was necessary to have someone walking in front of you with a red flag to give pedestrians and others due warning!

The first motor-car manufactured in Italy by Enrico Bernardi, of Padua, in 1893, was a three-wheel model, with its exposed

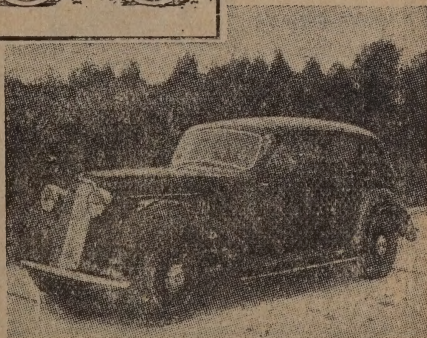
Motor Car of Gay '90's



engine fitted in a framework between the front and rear immediately behind the driver's seat.

Early types of motor-cars were steered by means of a tiller, not a wheel, and our illustration of an early English type, of 1895, is so driven.

A modern Saloon



THE GARDEN Month by Month—*cont.*

OCTOBER

Earth up savoys and cabbages as high as the leaves. Prune honeysuckle, roses and other flowering shrubs. Take cuttings of roses, calceolarias, violas, etc. Transplant polyanthus, and cuttings of evergreens and roses. Towards the end of the month begin planting tulips, etc.

NOVEMBER

Trench up ground as cleared, leaving the surface rough. Sow early beans and peas in warm borders; earth up celery. Prune and plant bushes and fruit trees. This is the best month for planting roses and flowering shrubs.

DECEMBER

Collect and burn vegetable refuse. Dig manure and trench vacant ground when the weather is sufficiently dry. Plant shrubs, spray and roll lawns, and repair gravel walks.

DIGESTION

- - starts in the mouth

The food you eat may be divided into three classes, carbohydrates, proteins and roughage. Carbohydrates, such as bread and potatoes, form the bulk of our food and should be very thoroughly masticated, because the juices necessary for their digestion are contained in the saliva with which these foods should be well mixed before being swallowed. The reason you should not drink with meals is that any fluid taken with meals reduces the strength of the digestive power of the saliva. The digestive juices for carbohydrates must be alkaline, that is why Moorland Indigestion Tablets, which are alkaline, slowly dissolved in the mouth, help to digest bread, pastry and potatoes before they reach the stomach.

Moorland Brand Indigestion Tablets are famous the world over for relieving indigestion, heartburn, acidity and all stomach troubles. Take two Moorland Tablets after meals and eat what you like and enjoy it.

Remember to ask for Moorland Brand Indigestion Tablets, the world-famous remedy for all stomach troubles. Obtainable at all chemists. 7½d. carton of 50 tablets—1/3 flat pocket tins 110 tablets.

No proprietary rights claimed other than Trade Mark.

Midgley's

ANTI-GRIPPE

A speedy and certain remedy for

Influenza,
Feverishness,
Cold-in-the-Head, etc.

1/3, 2/6
and 4/6
per bottle



Sore Throat ?

A Tonsilitis and Sore Throat Tablet will soon relieve that! Let it dissolve slowly in the mouth and you'll feel it healing and soothing all the time. Tonsilitis and Sore Throat Tablets are antiseptic and guard the throat against all infection.

TONSILITIS AND SORE THROAT TABLETS

1/3 per bottle.

Obtainable from all branches of Timothy Whites & Taylors, Taylors British Chemists, Parkes, Thornbers, Thompson & Capper, etc.

IS THIS YOUR BIRTHDAY MONTH?

Most of those whose birthday anniversary falls within the period 22nd November to 22nd December will have discovered that the past year showed a marked improvement in their fortunes. 1938 will bring in its train a renewal of these favourable conditions, but the sons and daughters of this month should remind themselves that it is sometimes easier to storm a fortress than to hold it, and during the present year they should employ their faculties and energies to the full in a fixed determination to consolidate their position.

New responsibilities may be thrust upon them, and much advice will be forthcoming from various quarters; but they should be careful not to follow a lead blindly, but to weigh carefully any proposed course suggested to them.

The health in most cases will be sound, but December people should resolve this year to adopt regular habits, taking plenty of outdoor exercise and devoting special attention to correct breathing.

100 YEARS AGO THIS MONTH

The Board of Control published a document announcing that in the recently acquired portions of British India there are "immense tea forests" declared by competent judges to be equal to the teas of China; and it was observed that "this important discovery may end in the entire liberation of this country from dependence upon China for tea."

DECEMBER

SUN. ..	⊕	4	11	18	25	⊕
Mon. ..	⊕	5	12	19	26	⊕
Tues. ..	⊕	6	13	20	27	⊕
Wed. ..	⊕	7	14	21	28	⊕
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Fri. ..		2	9	16	23	⊕
Sat. ..		3	10	17	24	⊕

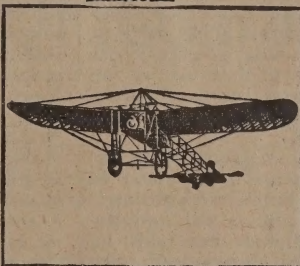
INDUSTRIES which have helped to build our EMPIRE

No. 12—THE AEROPLANE

When the modern generation thinks of speed in travel, its thoughts turn naturally to the aeroplane. Air travel has become such an everyday affair that it is difficult to realise that it was not until 1903 that the first successful flight was made with a power-driven plane. In that year the brothers Wright, of U.S.A., made the first aeroplane flight without mishap, but they were only in the air for a comparatively short trip.

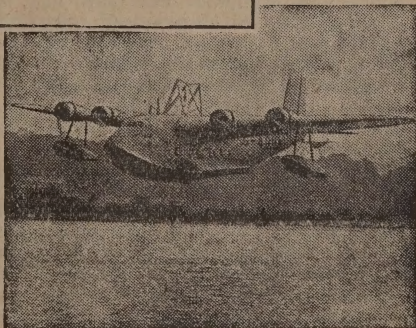
On July 25th, 1909, M. Bleriot, a Frenchman, won the "Daily Mail" £1,000 prize by making the first Channel flight between England and France. Ten years later (on 14th/15th June, 1919) two British airmen, Alcock and Brown made the first flight across the Atlantic — non-stop from Newfoundland.

Bleriot's Plane



To-day, only nineteen years later, with the giant planes of Imperial Airways, the crossing can be made in less than half a day.

Imperial Airways
"Maia"





The History of Perfumes

THE actual origin of perfumery is lost in obscurity. There is little doubt that the earliest use was in the form of incense at religious ceremonies, as may be judged by the derivation of the word (*per*, through, *fumum*, smoke). But it was not long before fragrant scents and aromatic perfumes were employed more widely in the normal daily toilet.

Practically every nation and people of whom we have any historical record had its own particular vogue in cosmetics and alluring perfumes. We find innumerable references in the Bible to the customs obtaining among biblical nations in regard to their use, as, for example, in the second book of Esther, verses 12 to 15, and in the 7th chapter of Proverbs, verse 17.

It is also a fallacy to suppose that the use of lipstick, paint and face powder is essentially a practice of modern times. Ladies of the Egyptian and Assyrian civilisations employed these aids to personal adornment thousands of years ago; while the use of jewellery and similar personal decorations, and the art of coiffure, were established customs in biblical times, as may be seen by the reference in the 3rd chapter of Isaiah, verses 18 to 24.

The dyeing of the hair, too, is by no means a modern vogue. History tells us that the ancient Britons, who commonly possessed red hair, were accustomed to resort to all sorts of devices in an endeavour to impart a richer red to their tresses that should single them out as true-born Britons!

The ancient Babylonians, both the men and the women, made lavish use of scents. According to Herodotus they were in the habit of perfuming the whole of the body! And incense-burners, charged with sweet-scented aromatic woods, were never absent from their reception halls. They also used a special preparation of antimony which they applied to the eyes with the object of making them appear larger and more sparkling. Colouring was regularly applied to the face, and the skin was rubbed gently with pumice to give it a smoother and glossier finish. The Babylonians were, indeed, a fastidious people.

Many of our modern perfumes have been introduced into Europe from Arabia. But to-day our laboratories throughout the land are busily engaged in scientific research to produce even more delicate and more perfect scents to enhance the charm and attraction of the fair sex.

The reason of the wide-spread use of perfumery is not far to seek. Philosophers and scientists of all ages have pointed out that in the sense of smell lies the seat of imagination. We have all, at some time or other, remarked how that the renewal to our senses of a particular scent will bring in its train a memory of scenes, peoples and events that seem to be irrevocably linked with that particular aroma. Availing themselves of this unique fact, discerning ladies of all times have contrived to impress their consciousness upon the

Continued on page 49



Stahls

Fine Quality

Beauty Preparations

A delicate skin demands pure, dainty preparations to keep it fresh and lovely. Stahls Toilet Preparations are blended from ingredients of the highest quality—their excellence and purity are unquestionable.

Cold Cream	1/- & 1/6	Castile Soap	
Vanishing Cream	1/-		4d. and 6d. per tablet.
Almond and Benzoin		Talcum Powder	1/3
Cream	1/- & 1/9	Olive Oil Petals	10½d.
Complexion Milk	1/- & 1/9	Eye Lustrant Lotion	
Cleansing Tissues	6d. per pkt.		1/6 per bottle

For Men :

Tonic Hairdressing	1/6
Shaving Stick	1/-



TOILET SOAPS

Our Toilet Soaps are manufactured from the finest selected oils, blended by experts, and extra-milled to ensure their fine quality. They will preserve the freshness of the most delicate complexion.

Sandalwood, Eau de Cologne, Lavender, Glycerine and Cucumber, Lilac, Verbena.

2d. per tablet, 1/10d. per doz.

Verbena, Eau de Cologne, Lavender, Castile, Witch Hazel, Jasmine, White Gardenia, Palm and Olive, Coal Tar, "Capora" Toilet Carbolic.

3d. per tablet, 2/9 per doz.

BATH TABLETS

Verbena, Lavender, Lilac, Eau de Cologne, Sandalwood, Boracic Oatmeal.

4d. per tablet, 3/8 per doz.

PAVOLINE MEDICATED SOAP

Containing Ichthyol, the finest skin medicament known to science.

6d. and 1/- per tablet.

HISTORY OF PERFUMES—*cont.*

memory of those they would charm by the simple device of adopting to themselves an individual brand of alluring perfume that shall be indelibly associated in the mind with their own particular personality.

Our readers may frequently have wondered why the modern perfume Eau de Cologne is styled with the number 4711.

This perfume was first manufactured at Cologne during the eighteenth century by an Italian, Johann Maria Farina, who introduced it to the public chiefly to counter the objectionable odours that permeated the city—for in those days the sanitary conditions in Cologne left much to be desired. Farina's perfume soon gained a wide popularity, and an extensive business was conducted from the comparatively small premises he occupied.

Now, when Napoleon came over with his army he ordered that all the houses from beginning to end of Cologne should be *numbered* for easier reference, since his soldiers were frequently unable to pronounce the names. The number of the establishment at which Farina resided was 4711 Cologne, and this number was registered in conjunction with the famous perfume and has been retained to this day.



SOME HINTS ON ETIQUETTE

ALWAYS observe that you are properly attired when appearing at a meal. It is a direct affront to others present to appear incompletely dressed or carelessly groomed.

Do not rise from the table until everyone has finished the meal.

The table napkin (commonly, but incorrectly, called the *serviette*) should be laid across the lap, not tucked into the neck.

Before sitting down at table a gentleman should first observe that the ladies are all seated.

In conversation at dinner when company is **present* always avoid dangerous controversial topics, such as religion, politics, etc., or any other topic that may offend any member of the company.

When introducing anyone the gentleman should always be presented to the lady: as, "Miss Jones, may I introduce Mr. Brown." An unmarried lady is always presented to a married lady. If both parties are married ladies, then the younger should be presented to the elder.

Normally a gentleman should allow the lady to precede him upon entering a room. But upon entering a church always remember that the gentleman should precede the lady down the aisle.

A Splendid "Pick-me-up" . . .

10½d.,
1/6 & 2/9
per bottle

... after illness and in all cases of debility is to be found in Mason's Syrup of Hypophosphites.

This is a tonic especially suited to men. It quickly improves bodily health and tones up the system; we recommend it with confidence.

MASON'S SYRUP OF HYPOPHOSPHITES



BABY'S Early STAGES

THE rearing of a normal healthy baby need offer no serious problems to even the inexperienced mother. Every woman possesses the mother-instinct in quite a pronounced degree, and to rear her child needs only the exercise of her ordinary common-sense.

The main trouble with most young mothers, particularly with their first baby, is that they are apt to be over-anxious. They are so very conscious of the awe-some responsibility that little armful of new life imposes upon them, that their anxiety to do the right thing often tends to blur their natural reason. The first thing the young mother should teach herself, therefore, is not to get flustered. In all your maternal duties go about things quietly and methodically, and you will make of them a joy rather than an anxiety.

It is essential to adopt from the very outset regular habits and routine in baby's daily life, and to vary that routine as little as possible. Whether it be in feeding, bathing, sleeping or exercise, it will be found that the infant will respond more readily, and give far less trouble to the mother, if a set programme be adopted from the very beginning, and adhered to, day by day, as a fixed routine.

If yours is the best baby, it deserves the best treatment. Ensure perfect cleanliness in all your little ministrations. See that his feeding-bottle is kept scrupulously clean and hygienic. A bottle-brush is indispensable for the thorough cleansing of the inside of the bottle, and it costs only a penny.

A tube brush, for the small cost of a halfpenny, should also be used regularly to ensure perfect cleanliness in feeding-bottle tubes. It is a small outlay, but it means so much to the young infant who is just gaining a hold on life.

There are several reliable baby foods on the market to-day, specially prepared for babies of varying stages of growth, and your local chemist will readily assist you in the best choice for your particular requirements. For very young babies up to three months old a humanised milk food may be obtained

CREAM of MAGNESIA

is invaluable in cases of
Acidity :: Constipation
Flatulence :: Heartburn

■
Cream of Magnesia is universally recognised as the safe laxative for children, and as a soothing antacid for adults.

Per bottle, **1/-**

Obtainable from all branches of Timothy Whites & Taylors, Taylors British Chemists, Parkes, Thornbers, Thompson & Capper, etc.

BABY'S EARLY STAGES—*cont.*

that is rich in the vital vitamin D yet is entirely free from starch. After three months the food should be modified, and from six months and upwards a malted food may be given.

Cream of Magnesia may be safely administered as a cooling laxative for infants.

It is advisable that the baby should be weighed regularly every week. Generally speaking a sound indication of correct development in a child is a normal increase in weight accompanied by a proportionate increase in muscular development. Scales are installed at most of our branches to assist you in this direction, and our advice and experience are always at your service.



Stahls Baby Preparations

Indispensable to Baby's
Comfort and Cleanliness.

"Maygravia" Baby Soap

Will not harm Baby's
tender skin. 6d. per tablet.

"Maygravia" Baby Powder

Delicately perfumed.
9d. per tin.

"Maygravia" Baby Cream

Soothing and antiseptic.
1/- per jar.



for **BABY**

Only the best is good enough for Baby! Powders, puffs, soaps, brushes—everything—must be of the highest quality. Mother will find our baby requisites absolutely satisfactory, both in quality and price.

The "Verisan" Feeding Bottle,
complete with purest washable
rubber teat and valve. Price 1/3

The "Guildford" Feeding Bottle.
Price 10d.

The "Guildford" Miniature Feeding
Bottle Price 6d.

The "Ideal" Feeding Bottle.
Price 6d.

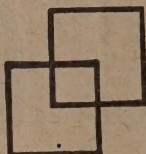
WE ALSO STOCK—

Baby Hair Brushes, Teething Powders,
Waterproof Sheeting, Baby Combs,
Puffs, Safety Pins, Dill Water, Cotton
Wool, Zinc and Starch Powder, etc.

The Children's Corner

A TRACING PUZZLE

Here you see two squares, the one drawn, as you might say, on top of the other :



Now can you draw the complete figure without removing your pencil from the paper, without crossing a line, and without going over the same line twice ?

FIND THE INTRUDER

An Intelligence Test

If you examine the following groups of words carefully you will see that the words in each group have a certain common association for some special reason with each other ; but in each group an intruder has crept in who is out of place in his class. Can you discover which it is in each instance ?

1. Tramcar, omnibus, automobile, speed-boat, engine, bicycle.
2. Pepper, sugar, salt, mustard, vinegar.
3. Swallow, thrush, carp, wren, robin, sparrow.
4. Perch, pike, salmon, eel, crab, herring, plaice.
5. Matthew, Mark, Luke, John, Timothy, Ruth, Revelation.
6. Field-Marshal, Admiral, Brigadier-General, Colonel, Major.
7. Diamond, ruby, pearl, emerald, sapphire, amethyst.

RIDDLES AND CONUNDRUMS

1. What is it that no one wants, yet no one wants to lose ?
2. When is a cricketer a very clumsy fellow ?
3. What is it that is invisible, yet never out of sight ?
4. Why are oysters the laziest creatures ?
5. When is money like a solitary man ?
6. What is it that makes everyone sick except those who swallow it ?

ARE YOU AMBIDEXTROUS ?

Some people are able to write with their left hand just as well as with their right. It can be done by practice. In fact Lord Nelson, when a boy, learned to do it, and he found it very useful in later life when he lost his right arm.

But now try if you can do this : Take a pencil in both hands, and with your left hand write the letter "M" and with your right hand the letter "W."

COMPLETE THE WORD

Place two letters in front of the following :

A S

and the same two letters, in the same order, behind it so as to make a word meaning something you use at school.

(Solutions will be found on page 57)



... Mother knows what a hard job it is to keep the family fit and happy during the long winter months, but she also knows that she needn't worry at all—if she puts her trust in Maltogen.

Maltogen is the wonderful all-the-year-round tonic food, which contains tonic phosphates to build bone and muscle and restore nervous energy; extract of Barley Malt to aid digestion; and all the vitamins essential to vigorous health and natural growth. It builds up resistance against all ills.

You cannot do better than put *your* family on Maltogen to-day—they'll love its delicious toffee-like flavour.

MALTOGEN

REGD.

Keeper of the Family Health

1/4, 2/3, 3/10, 6/3 per jar

SPORTS RECORDS

FOOTBALL ASSOCIATION CUP

1933-34	Manchester City beat Portsmouth.....	2-1
1934-35	Sheffield Wednesday beat West Bromwich Albion	4-2
1935-36	Arsenal beat Sheffield United	1-0
1936-37	Sunderland beat Preston North End	3-1

THE LEAGUE—FIRST DIVISION

1933-34	Arsenal	59 points
1934-35	Arsenal	58 ..
1935-36	Sunderland ..	56 ..
1936-37	Manchester C. ..	57 ..

THE LEAGUE—SECOND DIVISION

1933-34	Grimsby Town	59 points
1934-35	Brentford ..	61 ..
1935-36	Manchester Utd.	56 ..
1936-37	Leicester City	56 ..

RUGBY UNION

International Championship

1933-34	England	6 points
1934-35	Ireland	4 ..
1935-36	Wales	5 ..
1936-37	England	6 ..

COUNTY CRICKET CHAMPIONSHIP

1933	Yorkshire	315 points
1934	Lancashire	257 ..
1935	Yorkshire	321 ..
1936	Derbyshire	239 ..
1937	Yorkshire	302 ..

Bubbling with Health



and Sparkling with Energy,
you'll greet the day as
you've never greeted it
before, thanks to Vances
Health Salt—your daily
dose of good health.

VANCES

HEALTH SALT

PER TIN, 5½d. & 10½d.

THE GRAND NATIONAL

1933 Kellsboro' Jack	..	S.P. 25-1
1934 Golden Miller	..	S.P. 8-1
1935 Reynoldstown	..	S.P. 22-1
1936 Reynoldstown	..	S.P. 10-1
1937 Royal Mail..	..	S.P. 100-6

THE DERBY

1933 Hyperion	..	S.P. 6-1
1934 Windsor Lad	..	S.P. 15-2
1935 Bahram	..	S.P. 5-4
1936 Mahmoud	..	S.P. 100-8
1937 M'id-day Sun	..	S.P. 100-7

ST. LEGER

1933 Hyperion	..	S.P. 6-4
1934 Windsor Lad	..	S.P. 4-9
1935 Bahram	..	S.P. 4-11
1936 Boswell	..	S.P. 20-1
1937 Chulmleigh	..	S.P. 18-1

LAWN TENNIS CHAMPIONSHIPS

Ladies' Singles—

1933 Mrs. H. Wills-Moody	
1934 Miss D. E. Round	
1935 Mrs. H. Wills-Moody	
1936 Miss H. H. Jacobs	
1937 Miss D. E. Round.	

Ladies' Doubles—

1933 Mrs. R. Mathieu—Miss Ryan	James
1934 Mrs. R. Mathieu—Miss Ryan	
1935 Miss K. Stammers—Miss F.	James
1936 Miss K. Stammers—Miss F.	James
1937 Mrs. R. Mathieu—Miss A. M. Yorke	

Men's Singles—

1933 J. H. Crawford	
1934 F. J. Perry	
1935 F. J. Perry	
1936 F. J. Perry	
1937 D. Budge.	

Men's Doubles—

1933 J. Borotra—J. Brugnon	
1934 L. R. Steefan—G. M. Lott	
1935 J. H. Crawford—A. K. Quist	
1936 G. P. Hughes—C. R. D. Tuckey	
1937 D. Budge—G. Mako	

VERISAN

Brand

IMPROVED

PARRISH'S

Chemical Food

This preparation has unique restorative and strength building properties. It is particularly valuable as a tonic for weak or ailing children and convalescent adults.

Per bottle **7½d.**

Also in 1/-, 1/9 & 3/- sizes

Do You Know in Sport ?

1. What was the year of the first England—Australia Test Match?
2. In what season were all five matches lost by England?
3. In which season did two teams tie for the F.A. League Championship?
4. What is the regulation maximum thickness of the uprights and cross-bar of goal posts?
5. In what year was the Boat Race first rowed?
6. In what year did the Boat Race result in a dead-heat?
7. Which of the following races are called *Classics*? Grand National, Lincolnshire Handicap, The Derby, Two Thousand Guineas, St. Leger, Oaks, Cesarewitch, Cambridgeshire, One Thousand Guineas.

(For answers, see page 63)

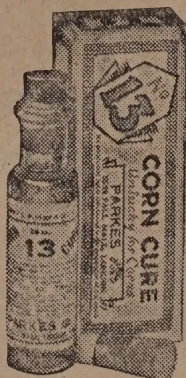
13 IS LUCKY

for foot sufferers, for our No. 13 Corn Cure is a speedy and certain remedy for corns: a short treatment and out they come — roots and all! Buy a bottle to-day.

PER BOTTLE:

7½d.

No. 13 CORN CURE



Relief from Hæmorrhoids (Piles)

is now possible through the wonderful healing properties of Kutisol (Regd.) Pilecones. These scientifically blended suppositories instantly relieve pain, soothe and heal all inflammation, definitely prevent the development of serious complications and lead eventually to complete freedom.

KUTISOL (Regd.)
BRAND
PILECONES

Price: 1/3 and 3/- per tin

The healing breath of PINE TREES

NATURE'S REMEDY FOR COLDS

From the lofty pine trees modern science has wrested one of Nature's secrets—Pine Oil. Compounded with other carefully selected aromatic and healing principles this valuable oil gives us Nature's own remedy for Colds—

PYNINE
BRAND
VAPOUR

Pynine is most simple in application. Merely sprinkle a few drops on your handkerchief and inhale the pleasant vapour. At once "stiffness" will be relieved and breathing eased.



per bottle

More economical size 1/9

PYNINE
BRAND
Paper Handkerchiefs
Antiseptic and Hygienic
3d. & 6d. per pkt.

SOLUTIONS

Children's Corner

(See Page 52)

A Tracing Puzzle.

5		6
	2	1
		7
4	3	10
	9	8

Draw your line from 1 to 2, 2 to 3, 3 to 4, 4 to 5, 5 to 6, 6 to 1, 1 to 7, 7 to 8, 8 to 9, 9 to 3, 3 to 10, and 10 to 1.

Find the Intruder. 1—*Speed-boat*: all the others run on wheels. 2—*Sugar*: the others are condiments. 3—*Carp*: it is not a bird. 4—*Crab*: it is not a fish. 5—*Ruth*: not in the *New Testament*. 6—*Admiral*: not a *military rank*. 7—*Pearl*: not a *precious stone*.

Riddles. 1—A lawsuit. 2—When he bowls a maiden over. 3—The letter "S." 4—Because they are always found in their beds. 5—When it is a loan (alone). 6—Flattery.

Complete the Word. The word is "eraser."



The Gift of Sunny Lands

From the sunny lands of the Mediterranean come the richest fruits of the olive groves for the manufacture of our Olive Oil.

In sauces and salads it is delicious, and because it is highly refined it is eminently suitable for all medicinal purposes.

OLIVE OIL VERISAN BRAND

Per Bottle—

6½d., 11d., 1/7, 2/9 and 5/-

New Discoveries

About Rheumatism

It has been found that marked success has attended the treatment of Gout, Rheumatism, Arthritis and pains in the joints, by a method that involves a dual attack. Externally the muscles and joints are treated with Electric Liniment. This gives relief from the rheumatic pains outwardly; but we must not overlook the fact that the underlying cause or origin of the rheumatism still remains untouched. To remedy this Electric Tablets were introduced. It was discovered that Electric Tablets, taken internally, were effective in preventing the deposit of those sharp, needle-like crystals which are chiefly responsible for the painful condition. Thus the greatest benefit could be looked for when Electric Liniment and Tablets were employed together, persistently, over a period varying according to the intensity of the condition. The treatment is not costly, and is recommended to all who suffer from pains of a rheumatic nature. The Liniment costs 1/3 and 2/- and the Tablets 10½d. and 2/3.

—and Kidney Troubles

Sufferers from Kidney complaints are agreed that the onset of Backache comes suddenly, without warning. Possibly there is a slight, insistent pain in the back or perhaps a sediment in the urine to foretell severe pain later. Apart from these symptoms, Kidney and Bladder troubles are liable to get a thorough hold on the system before they are even heeded. Once they have invaded the system, they become almost impossible to eradicate. You need not—you ought not—to let your Kidneys get into this state. Start a course of Buchu-Juniper Pills NOW. Harden-Griffiths Pills tone and strengthen the Kidneys, enabling them to function correctly by eliminating from the system the excess of Uric Acid that is the main cause of Backache, Rheumatism, etc. With the Kidneys once restored to normal, they are themselves able to check urine deposits and purify the blood. Harden-Griffiths Buchu-Juniper Kidney Pills give speedy relief in all Kidney and Bladder complaints and are extremely beneficial in cases of Bright's Disease, Gravel or Stones in the Bladder, etc. Prices 1/3 and 3/-.

AVOIRDUPOIS WEIGHT

16 drams	...	1 oz.
16 ozs.	...	1 lb.
14 lbs.	...	1 stone
28 lbs.	...	1 quarter
4 qrs.	...	1 cwt.
20 cwts.	...	1 ton

APOTHECARIES' WEIGHT

20 grains	...	1 scruple
3 scruples	...	1 drachm
8 drachms	...	1 oz.

APOTHECARIES' FLUID MEASURE

60 minims	...	1 drachm
8 drachms	...	1 oz.
20 ozs.	...	1 pint

TROY WEIGHT

24 grains	...	1 pennyweight
20 dwts.	...	1 oz.
12 ozs.	...	1 lb.

MEASURE OF CAPACITY

4 gills	...	1 pint
2 pints	...	1 quart
4 quarts	...	1 gallon
2 gallons	...	1 peck
4 pecks	...	1 bushel
8 bushels	...	1 quarter

SQUARE MEASURE

144 sq. inches	...	1 sq. foot
9 sq. feet	...	1 sq. yard
30½ sq. yards	...	1 sq. rod, pole or perch
40 sq. poles	...	1 rood
4 roods (or 4,840 sq. yds.)	...	1 acre
640 acres	...	1 sq. mile

CUBIC MEASURE

1,728 cubic inches	...	1 cubic foot
27 cubic feet	...	1 cubic yard

Measures

WINE MEASURE

4 gills or noggins	1 pint
2 pints ...	1 quart
4 quarts ...	1 gallon
18 gallons	1 runlet
42 gallons	1 tierce
63 gallons	1 hogshead
84 gallons	1 puncheon
126 gallons	1 pipe or butt
252 gallons	1 tun

Note :—A pipe of Madeira equals 92 gals.; a pipe of Sherry, 108; Brandy, 114; and of Port, 115 gals.

ALE & BEER MEASURE

9 gallons ...	1 firkin
18 gallons ...	1 kilderkin
36 gallons ...	1 barrel
54 gallons ...	1 hogshead
2 barrels ...	1 puncheon
3 barrels ...	1 butt

MISCELLANEOUS

Quartern loaf ...	4 pounds
Firkin of butter ...	56 pounds
Box of fish ...	90 pounds
Stone of meat ...	8 pounds
Barrel of raisins ...	112 pounds
Pig of ballast ...	56 pounds
Sack of potatoes ...	168 pounds
Sack of flour ...	280 pounds
Sack of coal ...	224 pounds
Small sack of coal	1 cwt.
Load of bricks ...	500

MEDICINES

- 4 teaspoonfuls equal 2 dessert-spoonfuls.
 2 dessert-spoonfuls equal 1 table-spoonful.
 1 table-spoonful equals half fluid ounce.

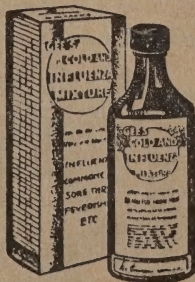
Note :—In practice it is far safer, owing to the various sizes of spoons by different makers, to measure all medicine by means of a medicine measure. The above table is intended merely as a guide where a medicine measure is not available.

A dose in time...

It cannot be too strongly emphasised that the danger from Influenza, and its complications, arises from the neglect to treat seriously the earliest stages of the attack.

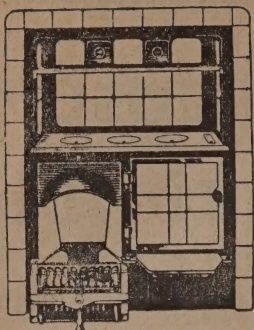
A dose or two of Gee's Cold and Influenza Mixture taken in time—at the first sign of feverishness or sore throat—will prevent many a wretched cold from developing and avert weeks of illness.

GEE'S COLD AND INFLUENZA MIXTURE



Per
bottle

1/3



COOKING HINTS

When Poaching Eggs add a little vinegar to the water in which they are being poached, and this will prevent the yolk from breaking.

Tough Meat. If you fear the meat may turn out to be tough, pour a teaspoonful of vinegar over it when putting on to cook. This will leave it quite tender when cooked.

Granulated Jam. It sometimes happens that, when you come to open some of the jam you made in the summer, you find it has turned solid and sugary. Just leave it in a warm oven for a short time, and it will come out quite fresh again.

Icing Sugar. When preparing icing sugar add a few drops of lemon juice. This not only improves its flavour but the icing sugar is not so sickly.

Over-sweet Cooking. If you think things are turning out a little too sweet in the cooking, add a few drops of lemon-juice.

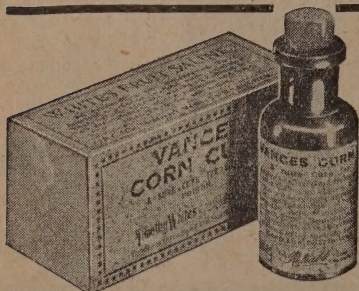
Oatmeal should be purchased only as required—in small quantities—as it tends to become rapidly stale and sour.

Egg-whipping. You should always add a pinch of salt to egg whites that are to be whipped.

Jellied Fruits. Make certain that the jelly is beginning to set before you attempt to insert any solids into it. If you don't they will float to the top as the jelly does set.

Before Icing Cakes sprinkle a little flour lightly over the surface. This will prevent the icing from running.

Continued on opposite page



VANCES

Corn Cure

1 1/2 per bottle

**A never-failing remedy for
Corns. It is painless,
Speedy and Certain.**

'ASPRO' has made FEAR A THING OF THE PAST

The policy of 'ASPRO' has never been to advertise fear or to have anything to do with fear. Fear of illness is a negative condition created by the lack of knowledge that illness is frequently an illusion and can be dispelled by scientific means. For instance, when you get a cold or 'flu attack, you suffer aches and pains, weakness, feverishness, and perhaps a sore throat or a violent headache. If you do not know that scientific means are at your disposal in the way of medicine, to banish these complaints, you get a "fear complex" and your complaint is likely to develop seriously. Armed with the knowledge, however, that the complaint can be banished quickly and effectively by 'ASPRO' the fear of the unknown ceases to have any power. So, aided with the powerful medicinal qualities of 'ASPRO' tablets plus your own positive thought, you quickly dispel the complaint. Make up your mind that you will master ills and chills—aches and pains—colds and 'flu—rheumatic attacks—by taking 'ASPRO' at inception. You will be delighted with the good results. Of course there is a scientific reason why 'ASPRO' banishes these complaints. It is because after ingestion in the system, it is a solvent of uric acid—an antipyretic or fever reducer—an internal antiseptic and a powerful germicide.

'ASPRO' consists of the purest Acetylsalicylic Acid that has ever been known to Medical Science, and its claims are based on its superiority.

No proprietary right is claimed in the method of manufacture or the formula.

Made in England by—

ASPRO Limited
SLOUGH, BUCKS.

Telephone: Slough 608

PRICES 3d., 6d., 1/3 & 2/6

of Timothy Whites
& Taylors Branches
everywhere



COOKING HINTS—cont.

Sponge Cakes. When baking sponge cakes sprinkle fine white sugar over the top of the cake immediately before placing in the oven. This is the secret of that soft golden brown appearance.

When Greasing Cake Tins first place the tins in the oven until they are quite warm—this ensures that the grease will find its way into the remote corners and so prevent the contents from sticking at the bottom of the tin.

Pastry Making. When making pastry be sure that you stand the pastry away from all draughts when you remove it from the oven.

Frying Potatoes. Before frying raw potatoes it is a wise plan to immerse the sliced portions in cold water for about half an hour or so. This will prevent the smaller slices from frying into hard chips.

Cooking Stains. Vegetable stains on the fingers may be removed by rubbing the hands with a cut lemon.

When Bottling Fruit rub over the glass stoppers or screw caps of the bottles with a little almond oil or olive oil. This not only helps to keep the bottles air-tight, but also ensures easier opening of the bottles when required.

Fruit Tarts. When making fruit tart mix a little cornflour with the sugar before sweetening the fruit. This gives a delightful rich thickness to the juice and prevents it from oozing out of the tart.

When Boiling Beef add a spoonful of vinegar to the water in which the beef is to be boiled. This will ensure that the beef will remain tender when served.

Greasy Sinks are best cleaned with a flannel soaked in paraffin.

Oversweet Fruit. When stewed fruit turns out to be too sweet to be really palatable (and this frequently happens with stewed dried fruits) try adding a few drops of lemon juice. This will take away all the sickness.

Immediate Relief from Headaches

is assured by taking Phen-Pyrin Tablets. Phen-Pyrin is a combination of two important nerve sedatives and acts immediately on headache, toothache, neuralgia, and other distressing nerve pains. Taken at the first sign of feverishness it speedily checks Influenza and Colds.

Phen-Pyrin may be taken with perfect confidence for it does not affect the heart.

Phen- Pyrin TABLETS

Bottles of 25, 1/- ; 50, 1/9
Trial Tubes of 5, 3d.; 10, 6d.

HUMOUR IN

Advertising lays some strange traps for the unwary. Ambiguity often produces amusing results ; whilst much unintended humour may be read into quite simple announcements.

A well-known business house, only a few years ago, displayed an advertisement reading :

—'S FOOD FOR DOGS.
AS SUPPLIED TO
H.M. THE KING.

But more striking examples of unconscious humour are frequently to be seen in the hand-written advertisements displayed outside small shops in suburban districts. Such as the small grocer who hung an arresting poster bill outside his premises :

DON'T GO IN TO TOWN TO BE
ROBBED—SHOP HERE.

Walk Happily



Get rid of all those cruel corns for ever with Killcorn, and walk happily on care-free, cornfree feet.

Hardcorns, softcorns, new corns, old corns—Killcorn removes them all ! Buy a bottle to-day—Killcorn, the remedy that never fails.

KILLCORN

REGD.

1/- PER BOTTLE

ADVERTISING

Another suburban shopkeeper, a small draper, displayed a bold notice over his stock of cheap shirts, warning his customers :

**THESE SHIRTS WON'T LAST
LONG AT THIS PRICE.**

But perhaps the most striking was the advertisement of the second-hand clothes dealers :

**JOHN BLANKSONS HAVE
LEFT OFF CLOTHING OF
EVERY DESCRIPTION.**

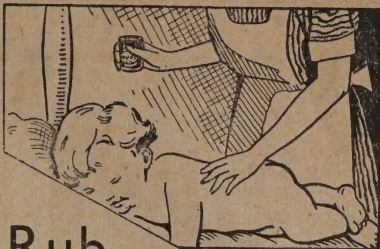
We suspect there was something more than unconscious humour, however, in the following advertisement which appeared not so very long ago :

**DON'T LET YOUR WIFE
WASH HERSELF.
SEND TO —'S LAUNDRY.**

ANSWERS TO "DO YOU KNOW IN SPORT?"

(See page 55)

1. 1877.
2. Season 1920-21. All five matches were lost in Australia.
3. Season 1923-24. Cardiff City and Huddersfield Town tied with 57 points each, but Huddersfield Town were declared winners on goal average.
4. The *maximum* width of both uprights and crossbar is 5 inches. They may be *less* if desired, but they must not exceed this width.
5. The first Boat Race was rowed at Henley in 1829, and was won by Oxford.
6. 1877.
7. The Derby, 2,000 Guineas, St. Leger, Oaks, 1,000 Guineas.



Rub Winter ills and chills away with **Q.V.R.O.**

There's no need to worry about winter colds if you have Q.V.R.O. in the house!

Q.V.R.O. is the finest vaporising rubbing ointment for dealing with colds. When rubbed upon the chest and back its healing vapours seep through the skin to the seat of infection, relieving all tightness and irritation.

Q.V.R.O. may also be used as an inhalant. A little of the ointment in a saucer of hot water gives off a soothing and healing vapour, which, when inhaled through the nose eases breathing and clears away catarrh from the head passages.

Q. V. R. O.

**QUICK VAPORISING RUBBING
OINTMENT**

Per Jar, 1/3 & 2/3

POSTAL INFORMATION

INLAND

LETTERS

Not exceeding 2 oz., 1½d.
For every additional 2 oz., ½d.
Limits of size—length 2 ft.; width, 1 ft.; depth, 1 ft.; in roll form—length, 30 in.; diameter 4 in. No weight limit.

POST CARDS

Size to be not more than 5½ in. by 4½ in., and not less than 4 in. by 2½ in., 1d.
Reply paid, 2d.

BUSINESS REPLY CARDS AND ENVELOPES

(Licence Required)
Ordinary postage, plus ½d.

NEWSPAPERS

(Registered at G.P.O.)
Not exceeding 6 oz. (per copy) 1d.
For every additional 6 ozs. up to 2 lb., ½d.

"BLIND" LITERATURE

(Papers or Books in "Braille")
Not exceeding 2 lb., ½d.;
2 to 5 lb., 1d.; 5 to 6½ lb., 1½d.

PRINTED PAPERS

For every 2 oz. or part of 2 oz., ½d.
Limit of weight, 2 lb. Limits of size as for letters. Must be open to examination and must be posted before the time fixed by the local Post Office.

SAMPLES (Trade only)

Not exceeding 4 oz., 1d.;
4 to 6 oz., 1½d.; 6 to 8 oz. (maximum), 2d.

PARCELS

Not exceeding 3 lb. in weight, 6d.; and 1d. for each additional 1 lb. up to 9 lb.; and a flat rate of 1/- from 9 lb. to 15 lb. No parcel may exceed 15 lb. in weight.

REGISTRATION

Minimum fee 3d. Any letter, parcel or postal packet may be registered. Must be handed to a Post Office Official and a receipt obtained.

FOUNDAGE ON POSTAL ORDERS

Up to 2/6, 1d.; 2/6 to 15/-, 1½d.; 15/- to 21/-, 2d.

POUNDADE ON MONEY ORDERS (Inland)

Sums up to £3, 4d.; £3 to £10, 6d.; £10 to £20, 8d.; £20 to £30, 10d.; £30 to £40, 1/-; Maximum £40.

Telegraphed: as above plus cost of telegram and fee of 2d.

TELEGRAMS

Sixpence for first nine words, including the address (to Irish Free State, 1/6 for 12 words) and 1d. for every additional word. Postage stamps are used as payment, but must be affixed to the message forms.

Night telegraphed letters, for delivery next morning (between certain specified towns only) 36 words or less, 1/-; every additional three words, 1d.

RADIOTELEGRAMS

Radiotelegrams for ships at sea may be handed in or telephoned to any Post Office at which telegraph business is transacted. Charges vary according to route, etc.

CASH ON DELIVERY

Fees: up to 10/-, 4d.; 10/- up to £1, 6d.; £1 to £2, 8d.; £2 to £5, 10d.; for every additional £5 up to £40, 2d.

OVERSEAS

LETTERS

(British Empire and U.S.A.)
Not exceeding 1 oz., 1½d.
For every additional oz., 1d. (Other Countries).—Not exceeding 1 oz., 2½d.
For every additional oz., 1½d.

POST CARDS

For all countries overseas, 1½d.
Reply paid, 3d.

PRINTED PAPERS AND COMMERCIAL PAPERS

(including Newspapers)
Per 2 oz., ½d.; Minimum, 2½d.

MAGAZINE POST TO CANADA AND NEWFOUNDLAND

Up to 2 oz., ½d. (as Printed Papers); 2 oz. to 6 oz., 1/-; 6 oz. to 1½ lb., 1½d.; each additional ½ lb., ½d.

SAMPLES

For first 4 oz., 1d. For every additional 2 oz., ½d. Must be fully prepaid.

SMALL PACKETS

Per 2 oz., 1½d. Minimum, 6d. Limit 2 lb. Must be fully prepaid.

TELEGRAMS

France, Belgium, Holland, Denmark, Norway and Sweden, 2½d. per word. Germany, Switzerland, Italy and Spain, 3d. per word.
Minimum 1/3.

AIR MAIL

LETTERS

Any kind of letter or paper may be sent if in accordance with ordinary Postal regulations. Packets may be registered. A blue Air Mail label, free at any Post Office, must be affixed to the top left hand corner of every Air Mail package; stamps to amount of combined postage and Air Mail fee to top right hand.

PARCELS

Usual Parcel regulations. Label to be affixed wherever addressee's name appears. For further particulars regarding Air Mail see special pamphlet obtainable at any Post Office.

55 VERISAN PRODUCTS

All products bearing the name "Verisan" may be relied upon for quality and absolute purity.

Aspirin Tablets . . . 7½d., 1/- & 1/9
 Boracic Powder . . . 3½d., 6d., 11d.
 Bronchial Lozenges . . . 7d. & 1/-
 Cascara Sagrada Tablets . . . 5d., 8½d., 1/3
 Catarrh Snuff . . . 7½d.
 Celery Pills . . . 6d. & 10½d.
 Chemical Food . . . 7½d., 1/-, 1/9, 3/-
 Chilblain Paint . . . 1/-
 Chilblain Tablets . . . 1/-
 Chilblain Treatment . . . 1/-
 Corn Silk . . . 7½d. & 1/-
 Digestive Powder . . . 1/6 & 3/6
 Digestive Tablets . . . 1/-
 Dusting Powder . . . 2½d., 5d., 9d.
 Embrocation (Household) . . . 1/3 & 2/3
 Extract of Malt . . . 1/1, 2/-, 4/-, 6/6
 Extract of Malt and Cod Liver Oil . . . 1/2, 2/2, 4/3, 7/-
 Formalin and Mint Tablets . . . 1/-
 Glycerine of Thymol . . . 7d., 1/-, 1/9, 2/9, 6/-
 Hair Tonic . . . 2/-
 Headache Powders . . . 2d., 7 for 1/-
 Heart Shaped Indigestion Tablets . . . 6d., 10½d.
 Iodine Ointment (Stainless) . . . 1/-
 Little Liver Pills . . . 6d.
 Lysol . . . 9d., 1/3, 2/3, 3/9
 Mustard Leaves . . . 1d. each
 Olive Oil . . . 6½d., 11d., 1/7, 2/9, 5/-, 9/6
 Olive Oil and Raspberry Vinegar . . . 7½d. & 1/1½d.
 Orange Quinine Wine . . . 2/- & 3/9
 Paraffin (Medicinal) . . . 9d., 1/3, 2/3, 4/3, 5/6, 8/-

Pile Ointment . . . 1/3
 Pile Powders . . . 1/3 & 2/3
 Senna Laxatives . . . 6d.
 Zinc and Castor Oil Cream . . . 1/- & 6d.

SURGICAL SUNDRIES

Absorbent Lint . . . from 3d. per oz.
 Air Cushions . . . from 7/9 each
 Atomisers . . . from 2/6 each
 Bandages—
 White Open Wove . . . from 1½d. per inch width
 Crepe . . . from 9½d. each
 Baby Soothers . . . 4½d. & 7d. each
 Boric Lint . . . from 2½d. per oz.
 Boric Wool . . . from 3d. per oz.
 Clinical Thermometers . . . from 1/6 each
 Cotton Wool . . . from 3d. per oz.
 Eye Baths . . . 1/- each
 Eye Shades . . . 6d. each
 Feeding Bottles . . . 1/3 each
 Foot Comforts (10 varieties) . . . each 6d. per pkt.
 Hot Water Bottles . . . from 4/- each
 Iodine Socks . . . 6d. per pair
 Medicine Glasses . . . 6d. each
 Nasal Douches . . . 4½d.
 Oiled Silk . . . 6d. & 11½d. per pkt.
 Plasters . . . from 3d. per roll
 Sanitary Towels . . . from 6d. per pkt.

'PHYLLOSAN'

BRAND OF CHLOROPHYLL TABLETS

"made life worth living again..."



"'Phyllosan' tablets have given me renewed health! I feel ten years younger in health and strength. 'Phyllosan' tablets have made life worth living again, whereas before taking them it meant dragging out an existence."

(Mrs.)

Start taking 'Phyllosan' tablets to-day!

Life is always worth living when you feel well. But very many women never feel well. They are nervy, lifeless, easily depressed, suffer strange aches and pains.

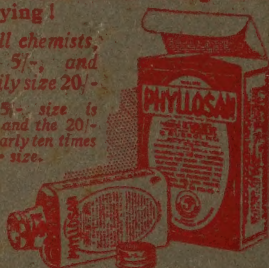
The remedy is to Re-activate! Revitalize!! Rejuvenate!!! Start taking 'Phyllosan' tablets to day! Soon, exuberant vitality will take the place of lifelessness, and you will be radiantly cheerful instead of depressed and irritable.

And this re-activating, revitalizing, rejuvenating treatment is so simple! Just two tiny tablets three times a day before meals. But if you take the tablets regularly, the results will astonish you.

They will revitalize and rejuvenate your entire system and make life worth living and enjoying!

Of all chemists,
3/-, 5/-, and
Family size 20/-

The 5/- size is
twice, and the 20/-
size nearly ten times
the 3/- size.



Prepared according to the formula, and under the direction of E. BUERGI, M.D., Professor of Medicine at Berne University. Proprietary rights are not claimed apart from the registered trade mark 'Phyllosan,' which is the property and denotes the products of Natural Chemicals Ltd., London.